

A YEAR OF INNOVATION IN YOGURT, 2023

Innovation in yogurt is pivoting around sugar reduction and clean label recipes, as private label launches in Europe record an increased share of activity.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The future of yogurt

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: private label yogurt launches take a bigger share of activity as the cost of living crisis hits

- Consumers expect to buy more private label groceries as food prices soar
- Branded options continue to dominate launches, but the share of private label records a rise
 - Graph 1: yogurt launches, by share of brand/ private label, 2019-23
- Private label yogurt launches flag up value-for-money attributes

Europe: yogurt with high/added fibre remains niche, despite attracting significant consumer interest

- Consumers want yogurt with added fibre
- The share of launches with digestive support claims records a small rise in activity, and high/added fibre claims remain niche
 - Graph 2: yogurt launches, by share of high/added fibre and functional digestive claims, 2019-23
- A handful of brands place the innovation focus on high/added fibre content

The Middle East & Africa (MEA)

- Brands elevate the indulgent appeal of yogurt through decadent flavours

ASIA PACIFIC (APAC)

Asia: sugar-free yogurt records a rise in launch activity

- Consumers want yogurt with less sugar
- Yogurt brands expand no-added sugar offerings
 - Graph 3: yogurt launches, by share of select minus claims, 2019-23
- Low sugar yogurts promote great taste

Asia: texture continues to influence innovation in yogurt

- Consumers find textured yogurt appealing
- Brands offer innovative textures to broaden yogurt's appeal
 - Graph 4: yogurt launches, by share of textures, 2021-23
- Spoonable yogurt highlighting texture and mouthfeel

A year of innovation in yogurt, 2023

- Brand renovation/innovation: Japanese brand uses aroma to enhance the indulgent appeal of yogurt

Australia & New Zealand (ANZ)

- Limited edition and novel flavours keep consumers engaged with the category

THE AMERICAS

North America: yogurt launches with clean label claims gain share as organic claims decline

- Consumers are suspicious of yogurts with long ingredient lists
- No additives and preservatives claims record a steady increase, while the share of organic claims declines
 - Graph 5: yogurt launches, by share of select clean label claims, 2019-23
- Yogurt producers celebrate different aspects of clean label recipes

North America: high protein claims record a decline among yogurt launches

- Consumers are looking for more nutritious yogurt
- Yogurt launches see a slight decline in high/added protein claims
 - Graph 6: yogurt launches, by share of select health claim, 2019-23
- Protein claims feature prominently on packaging

Latin America: probiotic yogurts are an attractive option for consumers

- Consumers are interested in probiotics and their functional effects
- Brands call out immune and digestive health benefits in yogurt containing probiotics

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