

# YOGURT & YOGURT DRINKS – INDIAN CONSUMER – 2018

Focus on health and convenience aspects of packaged yogurt. Stay relevant to the category by differentiating the offerings so that they cater to the entire family.



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# Report Content

## EXECUTIVE SUMMARY

- What you need to know – Summary
- Play on freshness and health to keep yogurt relevant to consumers; dial up added benefits along with on-the-go packaging
- Rapidly growing yogurt industry
  - Graph 1: Retail volume (000 tonnes), yogurt, 2015–22
- Highlight freshness & convenience
- Play up digestive health
- What this means

## KEY TRENDS

- What you need to know

### Key drivers

- Rise of cold chain infrastructure in India
- Add value to the yogurt industry
- Play up the taste and health benefits of yogurt as a snack

### Global trends and how they are playing out in India

- Make yogurt a healthy habit

## CONSUMER INSIGHTS

- What you need to know

### Identify usage and play up freshness and convenience

- Target regions with low consumption
- Push packaged yogurt in lower tier cities
  - Graph 2: Consumption of fresh vs packaged yogurt/yogurt drinks by city tier, May 2018
- Play up the convenience of packaged yogurt in lower tiers
- Highlight freshness to metro dwellers
- Use ingredients that cue freshness
- Play up the convenience benefit for consumers in the east
  - Graph 3: Agreement with select statements about yogurt or yogurt drinks, by region, May 2018

## Reiterate functional benefits of yogurt & yogurt drinks

- Play on strengths when it comes to benefits
  - Graph 4: Select attributes associated with packaged yogurt/curd, by consumers of fresh vs packaged yogurt, May 2018
- Leverage digestive claims
  - Graph 5: Digestive claims, yogurt, Dec 2015–Nov 2018
- Push yogurt drinks as being good for digestion and cooling
  - Graph 6: Consumers of yogurt drinks by region, May 2018
- Increase probiotic claims in yogurt drinks
- Increase awareness about immunity and digestive health
- Emphasize value addition
- Look at added calcium and protein claims
- Introduce yogurt for children
  - Graph 7: Consumption of yogurt/yogurt drinks by children of different ages in the last 3 months, May 2018
- Position health benefits of yogurt and lassi to parents
- Provide bundle packs of plain and flavoured yogurt
- Introduce more flavours in flavoured yogurt

## MARKET APPLICATIONS

- What you need to know

### Opportunities

- Target lower tier cities with packaged yogurt
- Provide bundle packs for the whole family
- Tie up with experts
- Take inspiration from other categories that claim 'pediatrician recommended'
- Introduce subscription boxes for probiotics
- Innovate in plain yogurt with on-the-go packaging

### Who's innovating

- Yogurt drinks and freshness cues

### Global innovators

- Added nutrition in yogurt
- Children-centric yogurt products
- Look at innovative packaging
- Make flavoured yogurt interesting with indulgent flavours

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