

THE FUTURE OF YOGURT AND DESSERTS: 2019

Global Annual Review: what's now and what's next for the yogurt and desserts market.



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Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

All eyes on China

- China is the largest and the fastest growing yogurt market
- Chinese consumers are offered a wider choice of yogurt
- China could become the hotbed of yogurt innovation, particularly for flavours

The dairy backlash

- Consumption per capita is decreasing in eight of the largest yogurt markets
- Consumers are watching their consumption of yogurt for health reasons
- Plant-based dairy shines a light on the environmental impact of dairy production

Dialing up health benefits

- Graph 1: dairy and plant-based spoonable yogurt and soft cheese dessert introductions, by top health-related claims, 2014-18
- Dessert brands are making their products healthier
- In France, plant-based yogurt and desserts are positioned as permissible indulgence

IN THE NEXT TWO YEARS

- Mintel's perspective

Green health

- Single-use and plastic packaging is facing scrutiny
- Beyond organic certification
- Ambient dairy can help reduce food waste

Engaging with Generation Z

- Generation Z choose yogurt differently than Millennials
- Generation Z will be the Golden Generation for plant-based dairy

Big Food's new mission

- Consumers trust small, local yogurt brands
- International dairy companies invest in Indonesia

The Future of Yogurt and Desserts: 2019

- Big Food carve their mission to invest in the future of food

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- The sustainability of dairy farming
- Dairy tax: the next "sin tax"?
- Editing cows' genes to make milk free from allergens

KEY MARKET DATA

- China's yogurt market is twice as big as the US. India is confirming its third position ahead of Germany and France
- The fastest growing markets – all in Asia – are enjoying double-digit growth
- Plant-based yogurt gets buzz but only accounts for 4% of innovation
 - Graph 2: yogurt and desserts, new product launches, by sub-category, 2014-18
- Russia is one of the largest and fastest growing desserts markets
- Owed to strong growth, Indonesia is now among the top 10 desserts markets

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