

THE FUTURE OF YOGURT AND DESSERTS: 2020

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

Betting on flexitarians

- World-known brands of dairy yogurt and desserts extend to plant-based variants
- Plant-based yogurts stand for food that is allergen-free and environmentally friendly
 - Graph 1: new dairy/plant-based spoonable yogurts, top claims, 2019
- China – the world's largest yogurt market – is ready for plant-based yogurt
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Fine-tuning health messages

- Dairy yogurt must remain the 'go-to' fermented food
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- Brands of dairy yogurt can focus on protein quality over quantity
- Make eating dairy yogurt a healthy long-term habit among children

On a green mission

- Consumer concern about the environmental impact of dairy farming is spreading outside of Europe
- Retailers and brands take measurable actions to reduce single-use plastic
- Brands get involved to create a sustainable economic living for farmers

IN THE NEXT TWO YEARS

- Mintel's perspective

Unlock healthy usages and new needstates

- Consumption of yogurt per capita is decreasing in most markets where it is a staple
- Explore untapped needstates
- Drive healthier usages of yogurt
- Drive healthier usages of yogurt

Proudly 'made in' here

- The future of yogurt is Asian
- Yogurt can improve diets' nutritional values
- Locally made yogurt brands can support local economies and improve food security

The Future of Yogurt and Desserts: 2020

- Locally made yogurt brands can support local economies and improve food security

Honest indulgence for Gen Z

- Generation Z has a 'sweet tooth'
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- Generation Z doesn't need 'permission' to embrace pleasure and indulgence
- 'Eat with your eyes': appearance matters hugely to youngsters

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Sustainable, lab-grown ingredients
- Sustainable, lab-grown ingredients
- Pro/pre/postbiotic beyond digestion and immunity benefits
- Empower female farmers, suppliers and entrepreneurs to promote gender equality

KEY MARKET DATA

- The US and China are the largest pre-packaged desserts markets
- Japan is the most active country for innovation in yogurt and desserts
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 - Graph 2: new spoonable yogurt and desserts*, per top 10 markets, 2019
- Dairy-based spoonable yogurts dominate innovation in the yogurt and desserts category
 - Graph 3: new spoonable yogurt and desserts, per subcategory, 2019
- Nearly four in five new yogurt and desserts are branded
 - Graph 4: new spoonable yogurt and desserts, per subcategory, branded vs private label, 2019
- Pre-packaged desserts typically feature a limited number of marketing claims
 - Graph 5: new desserts, per subcategory, per select claims, 2019

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