

# THE FUTURE OF YOGURT AND DESSERTS: 2021

In a post-COVID-19 world, yogurt and dessert brands will have to empathise with and respond to consumers' biggest worries: their health and their food budget.



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## Report Content



- Listen to our Global Dairy expert, Caroline Roux, talk you through the key stories from this report (video length: 10mins)
- The now, the next and beyond

### WHERE WE ARE NOW

- In 2020, the yogurt market benefited from more consumption at home
- Consumers continue to question the role of dairy products and ingredients
- Spoonable yogurt: what we are seeing
- Desserts: what we are seeing

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### Health: finding new relevance

- To be "healthy", consumers keep on cutting down on yogurt
- Leverage the universal health halo of fermented dairy for stronger immunity
- Fibres in plant-based yogurt will become its differentiation point
- Yogurt is "protective" food for long-term health
- Yogurt has a bigger role to play in healthy ageing

#### Value: permissible indulgence

- Through affordable treats, offer consumers a sense of reward and comfort
- Trade up in-home diners
- Consumers' taste preference is evolving toward less-sweet indulgence
- Limited editions of yogurt and chilled desserts offer good value
- To widen their audience, dairy alternatives need to be cheaper

#### Ethics: trading with empathy

- The growing preference for local dairy is spreading globally
- Global players respond to the locavore movement
- Carbon footprint makes sustainability initiatives tangible and comparable
- Ethical businesses offer affordable nutrition

### IN THE NEXT FIVE YEARS AND BEYOND

- Mintel's perspective

## The Future of Yogurt and Desserts: 2021

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- Make it mine: targeting niche audience with personalised yogurt
- Plant-based ingredients deliver functional health benefits in dairy yogurt
- With homemade yogurt, consumers control taste, texture and ingredients
- Lab-grown milk will disrupt dairy and plant-based yogurts
- Dessert brands must put ethics and sustainability at the heart of their business

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