

THE FUTURE OF YOGURT AND DESSERTS: 2023

Beyond the immediate challenge posed by inflation, yogurt and desserts brands must focus on making products more attractive to consumers in the long term.



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Report Content



- Meet Mintel's yogurt and dessert expert
- The now, the next and beyond

WHERE WE ARE NOW

- Global innovation in spoonable yogurt and desserts is sluggish
 - Graph 1: new dairy and desserts launches, per select sub-categories, 2012-22
- Spoonable yogurt: what we have seen
- Desserts and toppings: what we have seen

IN THE NEXT TWO YEARS

- Mintel's perspective

Valuable nutrition

- Yogurt, the go-to food for affordable nutrition, is facing headwinds
- Consumer dairy avoidance remains a major challenge for the industry, and one that is not fading
 - Graph 2: dairy consumers who limit/reduce dairy, 2022
- Yogurt brands must preserve elasticity as consumers already respond to price changes
- Highlight nutrition density with yogurt's core audience: families with children
- Leverage yogurt's satiety benefits
- Support physical activity to promote holistic health

Think Generation Z

- Young adults have different eating habits and expectations of yogurt and desserts
 - Graph 3: nutrition vs taste in yogurt, per age group, 2020
- Younger yogurt consumers show little interest in probiotics
 - Graph 4: select top attributes when choosing drinking yogurt (any rank), per generation, 2022
- For Generation Z, brands can promote their energy benefits
- Appeal to Generation Z's sweet tooth
- Outstanding positioning can be achieved through unique flavour combinations and limited editions

Transparency counters scrutiny

- To respond to consumers' scrutiny, transparency is necessary
- Sustainable ingredient sourcing will become a requirement for brands
- Communicate the positive steps taken towards more responsible packaging to address the threat posed by packaging waste

The Future of Yogurt and Desserts: 2023

- Clear and simple on-pack messages will be essential to connect with busy consumers

IN THE NEXT FIVE YEARS AND BEYOND

- Mintel's perspective
- Regenerative farming will help position dairy yogurt and desserts as a solution to global warming
- Find locally grown, climate-resilient ingredients to adapt to climate change
- Focus on good fats
- New types of fats on the horizon

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