Yogurt is in demand among US consumers as a protein boost and gut supporter. Its perceived health benefits and convenience maintain its relevance as a staple.
Yogurt And Yogurt Drinks - US - 2023

This report looks at the following areas:

- The short-, medium- and long-term affects of inflation on yogurt/yogurt drinks sales and consumer behavior
- Reported consumption of types/styles of yogurts and yogurt drinks
- Anticipation of future usage of yogurt/yogurt drinks and reasons for expected increases in consumption
- Health attributes of importance in yogurt/yogurt drink choice, with probiotics being the top attribute
- Attitudes towards yogurt/yogurt drinks in regards to usage perceptions
- Trends in launch activity for yogurt/yogurt drinks and opportunities for further innovation

Yogurt is in demand among US consumers as a protein boost and gut supporter. Its perceived health benefits and convenience maintain its relevance as a staple.

Yogurt is a staple in US households with 84% of consumers reporting purchases of yogurt and yogurt drinks. With rising prices, price-sensitive consumers may trade down to the basics and private labels. Yogurt continues to be well-positioned with its perceived nutritional benefits, affordability and convenience. Its inherent versatility and health attributes that align with current health trends (eg protein, digestion and immunity) maintain its relevance and encourage continued usage.

Consumers tend to stick to the basics when consuming yogurt, with fruit-forward, spoonable varieties reportedly being the top purchase. Across demographic groups, from generations to parental status, reported yogurt purchasing is high, highlighting continued relevance regardless of demographic group or lifestage.

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When it comes to choosing yogurt, nutrition and convenience are at the core of decision making. While innovation is important, brands must keep health and ease at the center to meet consumer expectations for this category. The largest opportunities for expansion exist in emphasizing inherent health attributes of yogurt (e.g., protein, probiotics) and highlighting convenient portability of more-novel formats such as drinks, tubes, and pouches.
Report Content

Key issues covered in this Report
• Overview

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