

20 CATEGORY 15 INSIGHT



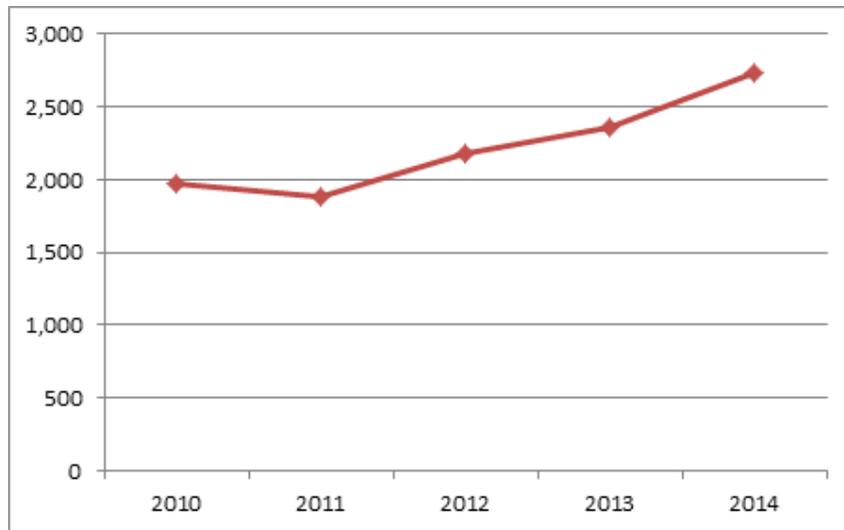
YOGURT

Yogurt has become a staple in healthy indulgence. As companies innovate to meet the demand for convenient, nutritious, and tasteful snacks, yogurt has moved beyond the breakfast menu. Greek-style yogurt and its added benefits have given yogurt sales major growth. Classic berry and yogurt combinations are now competing with passion fruit, peanut butter & jelly, rhubarb, pumpkin, beet, tomato, and other savory flavors.

CATEGORY OVERVIEW

From 2009-2014 Mintel shows yogurt and yogurt drink sales increased by 46%. Since 2011, most of the growth has been driven by the introduction of Greek-style products. Globally we saw a 16% increase in new product introductions from 2013-2014. There was 5% growth in North America. Consumers are becoming more health conscious and this has caused a shift towards healthy indulgence. They want to have their “cake” without adding to their waistline. Sweet treat and dessert inspired yogurts like Bananas Foster Caramel, Boston Cream Pie and Caramel Macchiato are just a few that have already hit the market. Sales in spoonable yogurt have experienced significant growth at 51%, while yogurt drink sales have decreased by 11%. In North America there have been 195 new yogurt products introduced in 2015. These products include yogurt drinks, dessert inspired yogurt flavors, children’s yogurts, Greek yogurts, coffee yogurts and classic berry flavored yogurts.

GLOBAL YOGURT NEW PRODUCT INTRODUCTIONS



Source: Mintel GNPD

LOOK OUT BERRIES!

Places like Pinkberry, Sweet CeCe’s and TCBY have become popular dessert spots that focus on frozen yogurt, but health reasons are the top consumer drivers when it comes to yogurt. According to Mintel, 44% of consumers still choose yogurt because it is a healthier option and 40% for digestive health reasons. Strawberry was the top flavor followed by plain up until 2014 when plain surpassed it. Plain continues to hold its lead for top yogurt flavor in 2015 new product introductions. Over the past five years vanilla and peach have battled back and forth for the number three spot—vanilla currently holds that spot for 2014 and 2015. Passion fruit, chocolate, apricot, mango, lemon, and coconut were some of the over indexing flavors from 2014.

TOP GLOBAL YOGURT FLAVORS

- Plain
- Strawberry
- Vanilla
- Peach
- Raspberry
- Blueberry
- Mango
- Banana
- Apple
- Passion fruit



CHILDREN'S YOGURT

Mintel reports that 89% of households with children consume and purchase yogurt and yogurt drinks. Adults with children are significantly more likely to purchase yogurt than those without. The probiotics, protein, and calcium in yogurt make it a healthy snack option for children. Products like Danimals' Smoothies and Go-Gurt allow kids to take the snack on the go without a mess because rather than a cup or tub of yogurt, they come in small tubes that easily fit in children's hands. More children's yogurts are moving toward healthier products that are low-fat, contain added vitamins, have little to no high fructose corn syrup, and more protein.

PRODUCTS OF NOTE

Yoplait Low-Fat Yogurt

- Contains Vitamins A & D
- Flavors include: berry, cotton candy & strawberry
- No high fructose corn syrup, natural colors and flavors



Chobani Tots Banana & Pumpkin Greek Yogurt Pouches and Mango & Spinach Greek Yogurt Pouches Variety Pack

- Made with only natural ingredients, including, whole milk Greek yogurt and real fruits and vegetables.
- 12 mg of omega-3 DHA per serving



Trader Joe's Cherry & Berry Organic Low-fat Yogurt Squishers

- Comes in a tube for on-the-go snacking
- Contains 2% milk fat and enriched with vitamin D
- USDA organic and kosher certified yogurt made from grade A milk that comes from cows not treated with rBST. It is also free from artificial ingredients, colors and preservatives.



GIVING KIDS A HEALTHIER SNACK!

In 2013 Dannon reduced the sugar in the Danimals smoothies by 25% and consumers did not notice the difference. In fact Dannon did not announce the change until six months after the product hit the shelves. They wanted to commit to a healthier product and made the change without a loss to their product's taste and in relation—sales.

TOP GLOBAL KIDS' YOGURT FLAVORS

- Strawberry
- Banana
- Blueberry
- Berry
- Vanilla
- Cherry
- Grape
- Lemonade
- Chocolate
- Orange



GREEK YOGURT

Greek yogurt is yogurt strained of the whey. This makes the yogurt creamier, thicker, and more rich in flavor. Greek yogurt has 40% less sugar and more than double the amount of protein than traditional yogurt. Calcium, magnesium, and potassium are believed to help lower high blood pressure and these along with lower fat content can be found in Greek yogurt. It helps with bone health and weight management as well. Most of the sales growth in yogurt can be attributed to Greek yogurt and consumer intrigue. Greek yogurt offers more protein and is generally viewed as being healthier than typical yogurt offerings.

PRODUCTS OF NOTE

Lakeview Farms Peach Mango Greek Yogurt & Gel Snack

- Made with natural color and flavor.
- 3g of protein and 90 calories per serving



Chobani Flip Salted Caramel Crunch Flavored Greek Yogurt

- Comprises caramel low fat yogurt with salted pretzels, chocolate and praline pecans and 1.5% milk fat.



Culture an American Yogurt Company Greek Yogurt & Vermont Maple

- Made from specially selected probiotic cultures and the best milk from local farms.



Dannon Oikos Triple Zero Coconut Crème Flavored Yogurt

- A blended, Greek, nonfat, grade A yogurt.
- It contains no added sugar, artificial sweeteners, fat or gluten, provides 15g protein, and contains vitamin D.



729%

GROWTH IN NORTH AMERICAN
NEW GREEK YOGURT
PRODUCT INTRODUCTIONS
FROM 2010-2014.

55%

OF CONSUMERS BELIEVE
GREEK YOGURT IS BETTER FOR
YOU THAN REGULAR YOGURT.



INDULGENCE

The majority of yogurt and yogurt drink buyers identify flavor as their leading purchase driver. Mintel showed flavor as a top driver in product selection with 33% of consumers naming it as the top driver. As yogurt sales increase, consumers are looking for more variety beyond the classic berry flavors. Consumers view yogurt as a healthy dessert option so seasonal, dessert, and even beverage inspired flavors are continuously being introduced. The most beneficial yogurts contain live-active cultures; here are some products that contain both and more.

PRODUCTS OF NOTE

- YoCrunch Vanilla Flavored Low Fat Yogurt with Jelly Beans is enriched with vitamin A and vitamin D. It contains active yogurt cultures with 1% milk fat and 140 calories per serving. It is a good source of calcium and vitamin D and is made with milk from cows not treated with rBST hormones. This kosher certified yogurt is said to be great with a meal or as an on-the-go snack.
- Yoplait Greek Cinnamon Roll Low Fat Yogurt is now available. This limited edition product is kosher certified, free of gluten and gelatin, and naturally flavored. It contains 2% milk fat along with live and active cultures.
- Tillamook Oregon Strawberry Shortcake Dessert Yogurt is made with grade A milk, ripe Oregon strawberries, fresh cream and contains active yogurt cultures.
- Müller Raspberry Brownie Supreme Dessert Inspired Yogurt is described as a low fat yogurt with brownie bites. The kosher certified product contains 7g of protein per serving and 2% milk fat. This yogurt is made with live active yogurt cultures.



172

MENTIONS OF YOGURT
ON THE DESSERT MENU.



FONA CAN HELP!

Let our market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

FONA flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution. From concept to manufacturing, we're here every step of the way. Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit www.fona.com.

CONTACT OUR SALES SERVICE DEPARTMENT

at 630.578.8600 to request a flavor sample or visit www.fona.com.

SOURCES

Mintel: Ice Cream and Frozen Novelties

Mintel GNPD

Good Housekeeping Magazine

Food Network Magazine

Saveur Magazine