



SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about our clean consumer personas.) The group gets regular check-ins, and we share our learnings with you!

KEY FINDINGS

Everyone knows that yogurt is good for you. It's satisfying, comes in low-fat varieties and contains probiotics for digestive health. But while many of our panelists turn to yogurt as a healthy snack rather than a dessert, others are turned away by high levels of sugar. Some are driven as well by lactose intolerance and often prefer non-dairy options.

67%

consume yogurt for *digestive health*

44%

consume yogurt for the *variety of flavors available*

44%

consume yogurt for the *added protein*

39%

consume yogurt because it is *healthy*

This week, our shopper panel takes on...

YOGURT

CONSUMPTION

Our panelists were asked about their yogurt consumption. In past activities, many of them responded that they eat yogurt often as a healthy and convenient snack, so we decided to dig a little deeper and gain some insights on their yogurt consumption.

44% OF OUR PANELISTS SAID...

"I eat yogurt because it is good for me. I consider myself health conscious and look for yogurts that are all-natural, contain nothing artificial and often organic."

22% OF OUR PANELISTS SAID...

"I eat yogurt for variety and seasonality, there are so many options in the yogurt aisle — I like to try them all. I am in search of trying new things, I try out flavor combinations as an experience."

PREFERRED FLAVORS

- Tropical Fruits (mango, pineapple, passion fruit)
- Citrus Fruits (lemon, lime grapefruit)
- Orchard Fruits (apple, pear, peach, cherry)



FLAVORS NOT INTERESTED IN

- Savory Flavors (vegetables, herbs, spices)
- Herbal/Botanical (mint, lavender, rose)

IDEAL YOGURT?



KATIE D.

"I would like plain yogurt with honey and no added sugar. Or any of the fruit varieties but without added sugar. I get frustrated when I do want to buy a small single serving container because all of the flavors have so much added sugar!"



CHRISTINE

"No bitter taste, with fresh fruit instead of pie filling. I believe the fruit on the bottom versions used something more similar to pie filling than fresh fruit."



RHONDA

"It would be a light whipped berry flavor with nuts, granola and small pieces of various berries blueberry, strawberry, blackberry, raspberry in it as either a parfait or smoothie and be low-fat and under 100 calories."



THEO H.

"I feel like there's not enough savory offerings - or at least, solid ones that would be worth experimenting with. Like, I love a chicken curry with a bright, tangy yogurt sauce. But curried chicken yogurt? I'm not sure how that would work."

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you're working to make a yogurt that is lower in sugar, but still outperforms the competition. Maybe your yogurt portfolio needs a flavor refresh. Maybe you're facing taste challenges and could use some advice. FONA's subject matter experts can help you keep that signature taste, while keeping the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in?

CURIOS ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you'd like us to find out from our shopper panel. Email POscarson@fona.com and let's dive in!

GREEK

STYLE YOGURT IS THE MOST PREFERRED YOGURT TYPE

LOW-FAT

IS THE MOST PREFERRED YOGURT FAT LEVEL

STRAIGHT OUT OF THE CONTAINER

IS THE TOP WAY YOGURT IS CONSUMED

THE TAKEAWAYS

1

Health is Key Priority.

Most of our panelists stated that their primary reason for consuming yogurt is health. Most agreed with the statement, "I eat yogurt because it is good for me. I consider myself health conscious and look for yogurts that are all-natural, contain nothing artificial and often organic." As you create new yogurt offerings, consider keeping health in mind as consumers are keeping their health top of mind.

2

Cut the Sugar.

Many panelists are moving away from yogurt or being more selective in their choices, because the grams of sugar per serving is too high. Consider cutting the sugar and keeping the great taste with flavor pairings. Or explore taste modification to mask the off-notes of non-nutritive sweeteners.