The Yogurt Market and Yogurt Innovation, 2nd Edition

Description:

If only the Greek economy could mirror the power of Greek yogurt. For nearly a decade, Greek and Greek-style yogurt has been the driving force behind growth in the yogurt and yogurt drink market in the US. Today Greek yogurt commands a 50% share of the yogurt market in this country, a remarkable rise since 2007, when the products were a niche category within the overall market. Today consumers are hard-pressed to find traditional yogurt products on supermarket shelves.

And that has left producers of traditional yogurt scrambling.

The Yogurt Market and Yogurt Innovation, 2nd Edition is a comprehensive review of the industry market both in the United States and around the world. Trends propelling industry growth are reviewed, and readers will learn about brands that are making strong showings. Also discussed are: brands which are gaining quickly in the share of the market, diversity in yogurt products, demographics and psychographics of the yogurt consumer, and information on those consumers' purchasing habits. The report also details new ways in which companies are engaging with consumers and connecting with them in order to encourage further sales.

To allow for easy comparisons, the report divides the market by product type, sales channels and global regions. It provides sales figures for several past years and gives projected sales through 2019. Market size, drivers and trends and sales tracking dates is collected from IRI, and SPINScan, while menu trends are from Datassential MenuTrends. Packaged Facts provides data gathered from proprietary online surveys, while Simmons data assists with new product trends and national consumer survey data. Detailed profiles of such companies as Dannon, Yoplait, Chobani, and FAGE are included.

Report Methodology

Both primary and secondary research was used to compile this report. The primary research included consultations with yogurt market insiders, on-site examination of retail venues, and reviews of surveys focusing on yogurt consumer insights.

The sales estimates that are included in the report are based upon data from the previously listed sources as well are IRI data from mass-market channels such as supermarkets, drugstores and mass merchandisers (with the notable exception of Wal-Mart). SPINScan provided data from natural supermarkets, and data was also reviewed from published and estimated sales for major market participants. The report included market size estimates from additional sources such as trade press data, performance of relevant retail venues, consumer usage rates for various yogurt products, and new product introductions in various markets.

The consumer analysis in the report comes primarily from the national consumer survey date from Simmons National Consumer Study and from Packaged Facts online consumer surveys. The Simmons study is an ongoing program of telephone and written surveys that sample a large group of consumers who represent a statistically accurate cross-section of the U.S. population. Through the study, Simmons constructs detailed profiles of consumer product and service markets, including the yogurt markets. The Packaged Facts surveys â€“ including the Yogurt Consumer Surveys of July/August 2014 and February/March 2013 - are based on 2,000 U.S. adults per survey and are representative of the primary demographic measure of age, gender, region, ethnicity, and presence of children in the household.

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