Flavored Yogurt Market: Ingredients (Colors, Flavors, Others) Flavors (Vanilla, Strawberry, Mango, Blueberry) Type (Creamy, Organic, Baby Yogurt, Frozen, Other) Distribution Channel - Forecast (2015-2020)

Description: Flavored yogurts such as mango, chocolate, kiwi and others are seeing increased consumption amongst the masses. Most of these products are prepared from dairy products such as milk and cream. This market hosts wide number of flavors; however most of them are limited to specific regions. These yogurts are available in various forms, shapes, colors and packages. The flavor profile, ingredients used and inclusions employed differ across these products. Manufacturers try to appease the consumers by offering products which matches the local taste preferences. There has been a considerable shift in the preferences of consumers towards nutritional value of the products while giving equal importance to taste and texture. In addition, yogurts with combination flavors are finding traction in the developed nations. The global market is fragmented with the presence of numerous regional and global players.

The report segments the market by ingredients, by flavors, by type and by geography. Global flavored yogurt market is broadly categorized into vanilla, strawberry, mango, blueberry and others. The trends and dynamics of the market are:

analyzed based on various distribution channels such as supermarkets/hypermarkets, food service outlets, convenience stores, specialty stores, online stores and others. The potential of a distribution channel for frozen yogurts depend upon various factors such as concentration of providers in that region, penetration of processed food sector and reach of retail chains and preference of consumers. The report also discusses the recent trends, opportunities, drivers, challenges, constraints and major developments prevailing in the market. The partnership agreements, M&A's and Joint Ventures are also studied in detail.

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