

Flavored Yogurt Market to Reach \$92.3 Billion by 2026, Says Allied Market Research

Allied Market Research forecasts a CAGR of 4.8% for the flavored yogurt market, driven by health-conscious consumer trends and diverse flavor preferences.

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, June 27, 2024 /EINPresswire.com/ -- According to a recent report released by Allied Market Research, titled "[Flavored Yogurt Market](#) by Type, Application, and Form: Global Opportunity Analysis and Industry Forecast, 2019-2026," the global flavored yogurt market was valued at \$63.6 billion in 2018. It is projected to reach \$92.3 billion by 2026, with a compound annual growth rate (CAGR) of 4.8% during the forecast period. The market is poised to demonstrate an incremental revenue opportunity of \$28.7 billion from 2018 to 2026.



flavored yogurt market

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The flavored yogurt market's growth is propelled by increasing consumer awareness of yogurt's nutritional benefits and the appeal of convenient, flavorful options.”

Allied Market Research

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The popularity of flavored yogurts, such as strawberry, vanilla, peach, and blueberry, stems from their distinct aroma and taste profiles, making them favored choices

among consumers. These yogurts are widely consumed for breakfast, snacks, desserts, and beverages, particularly by health-conscious individuals. With the shift towards convenience foods driven by busy lifestyles, flavored yogurt has emerged as a preferred option due to its nutritional

properties and diverse flavor offerings.

The growth of the flavored yogurt market is fueled by increasing awareness of the health benefits associated with yogurt consumption. Health-conscious consumers are actively seeking nutritional food products like flavored yogurt and other dairy items. Yogurt serves as a rich source of essential nutrients such as calcium, protein, phosphorus, potassium, and vitamins. Moreover, it is amenable to fortification to boost its nutritional content and can accommodate various flavor additions, enhancing both taste and visual appeal.

Market segmentation based on flavor: Strawberry, vanilla, peach, blueberry, and others are the primary flavor categories, with strawberry being the most favored.

Key trends in the flavored yogurt market:

- Strawberry, vanilla, peach, blueberry, and others are the primary flavor categories.
- Strawberry stands out as the most favored option among consumers due to its vibrant color, sweet taste, and smooth texture.
- The strawberry segment was valued at \$25.8 billion and is projected to grow at a CAGR of 4.3% from 2019 to 2026, reaching \$36.1 billion by 2026.
- The blueberry segment is expected to experience the highest growth rate, with a CAGR of 5.8% during the forecast period.

Market segmentation based on distribution channel:

- Segmented into supermarket/hypermarket, convenience stores, e-commerce, and others.
- Supermarket/hypermarket emerges as the leading distribution channel, expected to grow at a CAGR of 4.8% during the forecast period, reaching \$33.8 billion by 2026.
- E-commerce is anticipated to be the fastest-growing segment, driven by increasing smartphone penetration and consumer preference for convenience.

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Market segmentation based on product type:

- Categorized into conventional and organic segments.
- Conventional yogurt held a significant share in 2018, but the organic segment is expected to witness higher growth due to increasing consumer inclination towards organic food products.
- Growing awareness about the adverse effects of synthetic chemicals on health further boosts the attractiveness of organic yogurt.

Regional market segmentation: North America, Europe, Asia-Pacific, and LAMEA.

1. North America (U.S., Canada, and Mexico)
2. Europe (Germany, France, UK, Italy, Spain, and Rest of Europe)
3. Asia-Pacific (China, Japan, Australia, India, and Rest of Asia-Pacific)
4. LAMEA (the Middle East, Latin America, and Africa)

Europe emerges as a significant market for flavored yogurt, attributed to high per capita consumption in countries such as Germany, France, Italy, and the UK. Consumers in these regions are drawn to the diverse flavors and textures offered by flavored yogurts, driving market growth.

Meanwhile, Asia-Pacific is expected to witness the highest compound annual growth rate (CAGR), driven by increasing awareness of the health benefits associated with flavored yogurt consumption. As consumers in the region become more health-conscious, demand for flavored yogurt is anticipated to surge.

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Key Market Insights:

□Market Valuation: The flavored yogurt market was valued at \$63.6 billion in 2018 and is projected to reach \$92.3 billion by 2026, demonstrating a steady growth at a CAGR of 4.8% during the forecast period.

□Organic Segment Growth: The organic segment is anticipated to experience the fastest growth, with a remarkable CAGR of 11.6% during the forecast period, reflecting increasing consumer preference for organic food products.

□Distribution Channel Dominance: In 2018, the supermarket/hypermarket segment emerged as the leading distribution channel, holding one third of the global flavored yogurt market share, highlighting the significance of retail outlets in yogurt sales.

□Regional Market Dynamics: Germany stood out as the most prominent market in the Europe region in 2018 and is expected to maintain a significant CAGR throughout the forecast period, showcasing sustained growth prospects in the European market.

□Key Players: Major players in the flavored yogurt market include Danone, Nestle, Chobani LLC, General Mills, Arla Foods, Müller, Fage International S.A., Stonyfield Farm Inc., Emmi Group, and Cabot Creamery, demonstrating the competitive landscape of the industry.

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achieve sustainable growth in their respective market domain.

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