

# Yogurt reimaged:

## A dairy favorite for any time of day

Consumers are looking for healthy food and beverages in their daily diets, such as yogurt or drinking yogurt. Generally considered a healthy option during breakfast and lunchtimes, taste and texture are important purchase drivers for yogurt consumers. Creating that sense of indulgence however, does not come easy. Many challenges can occur during the production process and acidity control of a yogurt beyond production can be tricky. And what about the possibilities of yogurt consumption beyond breakfast or lunch time?

### 3 key trends

Driven by developing taste preferences among millennials, the yogurt market is shaped by an increasing desire for:



### Consumers want to treat themselves

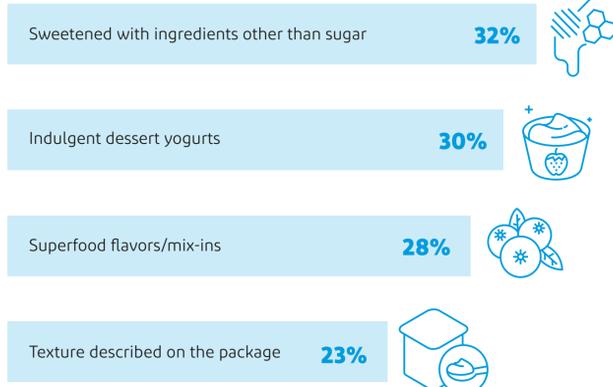
Shoppers are increasingly aware of the importance of texture.



# 74%

of shoppers agree that "Textures such as fluffy, crispy or smooth make food and drinks more indulgent."

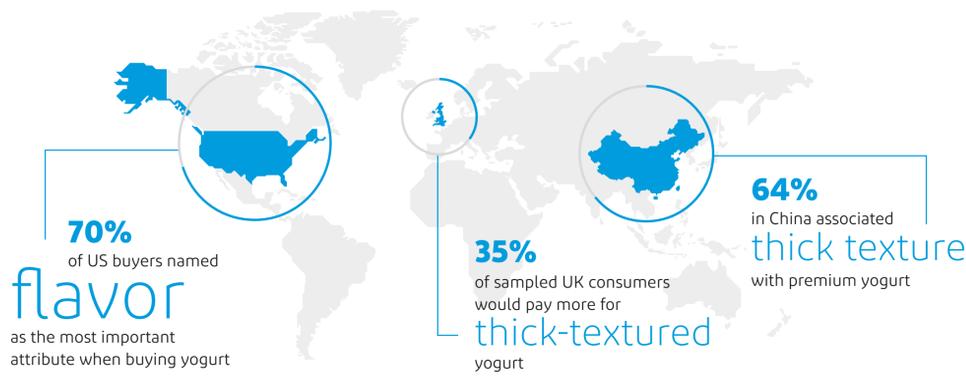
#### Interest in yogurt innovations\*



\*2,000 internet users aged 18+

### Tip of the tongue

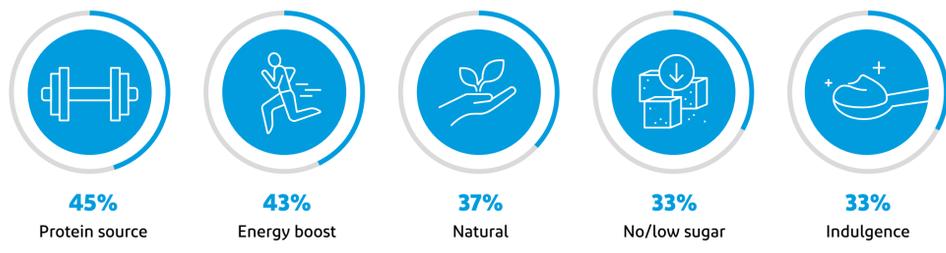
Consumers worldwide are seeking out thick and flavorsome yogurts:



### Snacking and on-the-go consumption

While yogurt is typically seen as a breakfast food or side-dish in many countries, its natural qualities mean that it is well-placed to establish itself as a healthy snack.

#### Factors consumers look for when purchasing a snack



Dairy products could well be the snack food that American consumers are looking for!

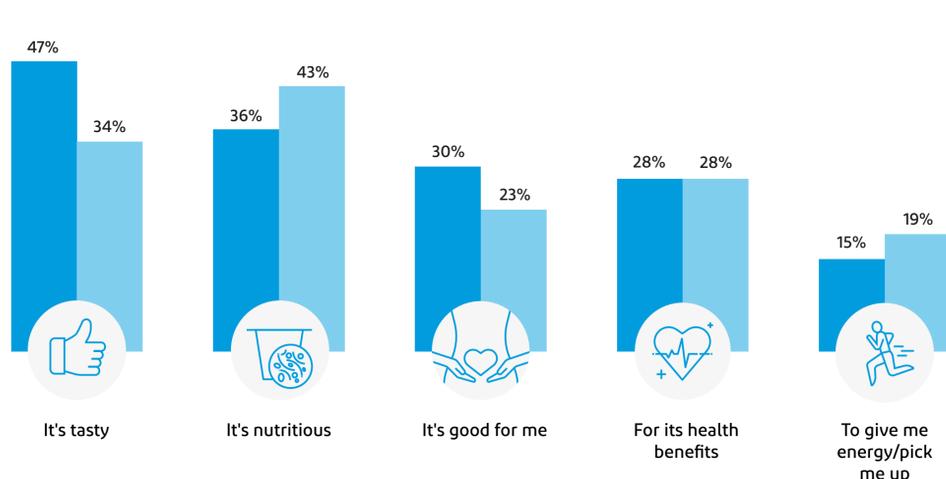


**16%** of American Gen Z consumers already eat spoonable yogurt before or after exercise.

### Consumers regard yogurt as both healthy and tasty

Consumers in both Brazil and Mexico cite a range of **taste and health benefits** as their reasons for buying yogurt.

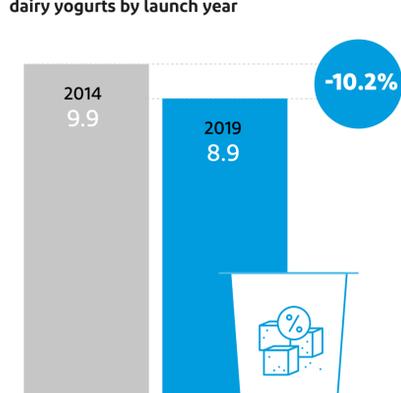
#### Top five reasons for buying yogurt, 2018



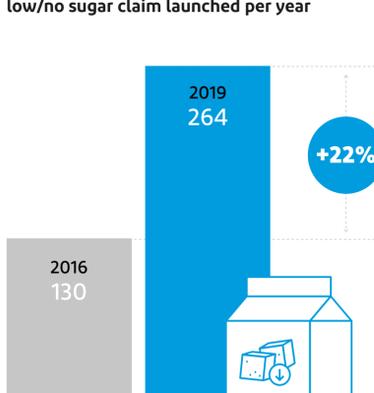
### A war on sugar

As **29%** of Mexican and **23%** of Brazilian shoppers claim that low/no sugar claims influence their purchasing decisions, manufacturers are responding by reducing sugar levels in their products:

#### Grams of sugars per 100g of spoonable dairy yogurts by launch year



#### Number of dairy products with a low/no sugar claim launched per year



### YO-MIX® PRIME ... for your dream yogurt

Our latest innovation in yogurt cultures is YO-MIX® PRIME, offering ultimate mildness, premium texture and full acidity control.

Maintaining full control of pH means that the quality of the yogurt can be maintained at temperatures as high as 25°C, less sugar and protein needs to be added and the producer can save on formulation cost.

Ultimate mildness and premium texture

Maintain quality throughout challenging distribution channels

Enables reduction of sugar addition

Save formulation costs by reducing protein addition in the recipe

More process flexibility thanks to full control of acidity before cooling & packaging

### YO-MIX® PRIME: for your dream yogurt

Yogurt manufacturers now are well-positioned to meet consumers' desires for a snackable, healthy treat and can help them reevaluate their relationship with the familiar favorite. For more information about our latest YO-MIX® PRIME yogurt cultures series, please contact us via:

[yomixprimeyogurt.com](http://yomixprimeyogurt.com)

Sources: Innova Consumer Trends Survey 2019, Innova Market Insights - Category Insider Yogurt Latin America 2020, KuRunData/Mintel, Lightspeed/Mintel, Mintel GNPD, New Products Database de Innova 2019

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