



# WORLD YOGHURT MARKET REPORT



2000-2020



PM FOOD & DAIRY CONSULTING

DENMARK

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# World Yoghurt Market Report 2000-2020

- **Price: €1,800 /\$2,200**
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- **Analysis of the current market situation and future possibilities in all regions of the world**
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A new report, **World Yoghurt Market 2000-2020**, from PM FOOD & DAIRY CONSULTING analysis the development on the global market for yoghurt and fermented dairy products from 2000 to 2011 and assess the global opportunities from 2012 to 2020.

The world market for yoghurt and fermented dairy products has developed dynamically in the last 25 years both on the developed dairy markets and the emerging markets. Together with cheese, yoghurt has been the most successfully dairy products because both dairy products categories has been driven by innovation and product development so the products can be used as basic nutrition, snack, for cooking, and a healthy functional food.

Yoghurt has expanded in the developed dairy markets but the demand is still growing here with focus on the health and functional aspects of the product category. In the emerging dairy markets where there is no tradition for consuming dairy products, yoghurt is used a market opener with special focus on children and teenagers. The possibilities to adapt the taste and context of yoghurt to the domestic preferences have made yoghurt very easy to launch on new emerging dairy markets.

Traditionally, it has been very difficult to brand the ordinary dairy products (liquid milk, butter and traditional table cheese) because they are perceived as basic nutrition in many developed dairy markets and the cost have been too high compared to the possibilities for differentiation. For

yoghurt the branding and marketing has been the driving force for developing the market and several company names are synonymous with the yoghurt brand – e.g. Danone and Yakult. The branding reflects the large possibilities to develop new products and focus on specific consumer segments all over the world.

### **Key features of the report**

- **Analysis of the regional yoghurt markets in all parts of the world and assessment of the future market development.**
- **70 yoghurt market from all regions of the world are described and analyzed with the aim of identifying the future growth markets**
- **Identifying the top yoghurt processors on the global scene and analyzing their strategies and global activities.**
- **SWOT analyses for each of the major companies to assess their future market potential in the yoghurt segment**
- **Identifying future consumer trends globally and in the different regions of the world.**

### **Key findings from the report**

- **The global production of yoghurt and fermented dairy products has grown by 52% in the last decade**
- **The 2010s will bring further expansion with an expected to nearly double reaching more than 50 million MT in 2020**
- **The fastest market expansion will be in Asia where the economic growth facilitates the focus on western products inclusive yoghurt.**
- **Eastern Europe and CIS will also contribute to growth in the global yoghurt consumption but it is essential that the region get back on the dynamic growth path.**
- **Russia is the key motor in the growth and here the economy is recovering with increasing consumer focus on premium branded yoghurt products.**
- **North America and Western Europe will experience limited growth and several markets will decline in both volume and value. Several markets are saturated and the attempt to boost the sales of pro/pre biotic yoghurt by marketing the health benefits has been disrupted especially in EU by the rejection from EFSA.**
- **South America has the potential to be a growth market in 2010s with Brazil as the driving force. Although, the opportunities are more fragile here than in Asia**

- Africa and the Middle East are also progressing as interesting yoghurt markets. Especially in the Middle East a positive growth is expected. Most of the African countries are more dubious and the main reason is the lack of expanding middle classes like in Asia and South America.
- The top-10 yoghurt processors rapidly increase their share of the world yoghurt market with their strong brands and global approach. This concentration will continue in the new decade.
- The high growth rates in the global branded yoghurt market have already attracted multinational beverage companies like PepsiCo to enter the fresh dairy segment. This trend is expected to continue in the 2010s.

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