YOGURT AND YOGURT DRINKS: INCL IMPACT OF COVID-19

US, SEPTEMBER 2020





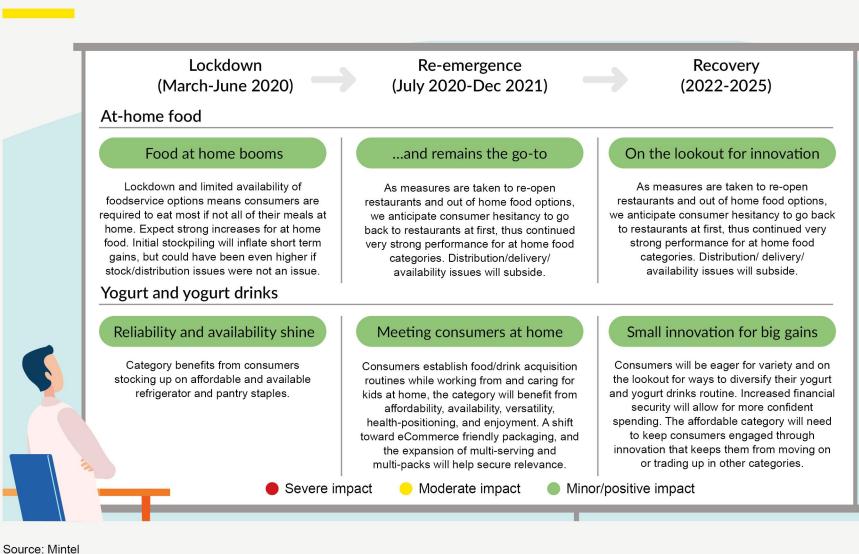
PANDEMIC MANDATED STAY-AT-HOME ORDERS WILL ACCELERATE YOGURT'S RETURN TO RELEVANCE, AS CONSUMERS CLING TO FAMILIAR, AFFORDABLE, HEALTH-FOCUSED OPTIONS. THE YOGURT DRINKS SEGMENT WILL REQUIRE SOME MORE FINESSING TO FIND FOOTING, GIVEN ITS STRONG DRAW FOR PORTABILITY, BUT HAS AN OPPORTUNITY TO INITIATE OLDER SHOPPERS WITH NUTRITIONAL POSITIONING TO BOOST HEALTH AT HOME.

> Associate Director, US Food and Drink Reports

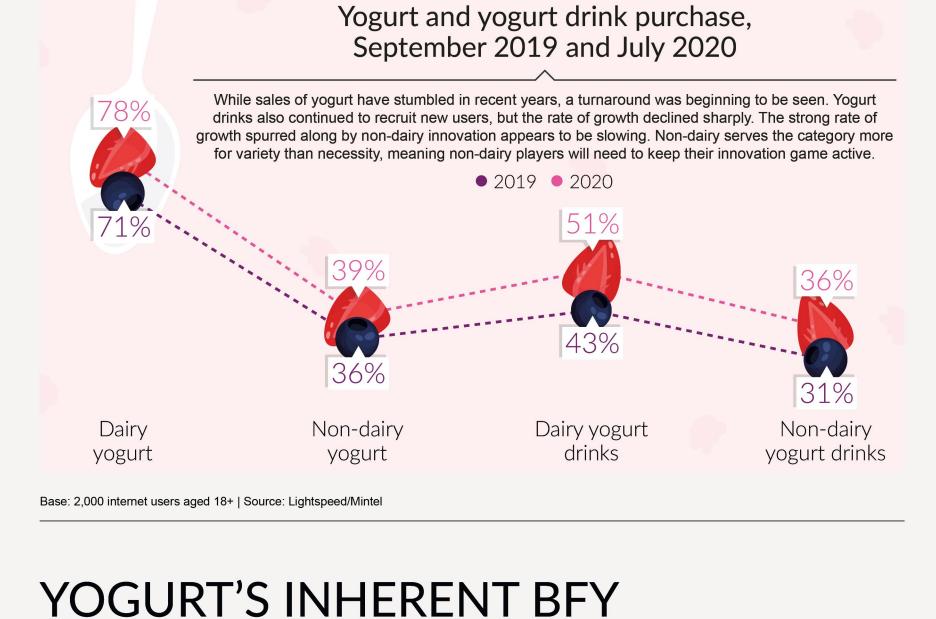
Beth Bloom,



IMPACT OF COVID-19 ON YOGURT AND YOGURT DRINKS



CATEGORY GROWS CONSUMER BASE, **NON-DAIRY DRAW SLOWS**

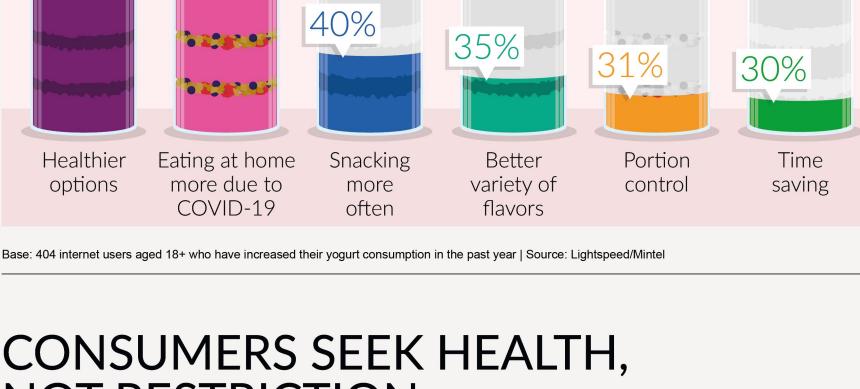


PANDEMIC PERFORMANCE 40% of yogurt eaters increased consumption in 2020. While the pursuit of Reasons for eating health and snacks played a role in consumer food/drink choice pre-pandemic, the added benefits of familiarity and affordability help the segment shine during more yogurt, July 2020 uncertain times. Brands will need to capitalize on this, delivering on health,

REPUTATION ENHANCES

60% 55%

taste, and general relevance to secure the (re)newly found audience.



NOT RESTRICTION

Yogurt and yogurt drink While restricting sugar and calories, and boosting protein will appeal to slightly more than a third of consumers, in the near term, the health statements, category doesn't need to hit these specific numbers. However, looking further ahead, growing concerns over sugar will require brands to July 2020 keep sugar totals as low as possible while delivering on taste.

38% 38%

37% 36%







