

# YOGURT AND YOGURT DRINKS: INCL IMPACT OF COVID-19 US, SEPTEMBER 2020



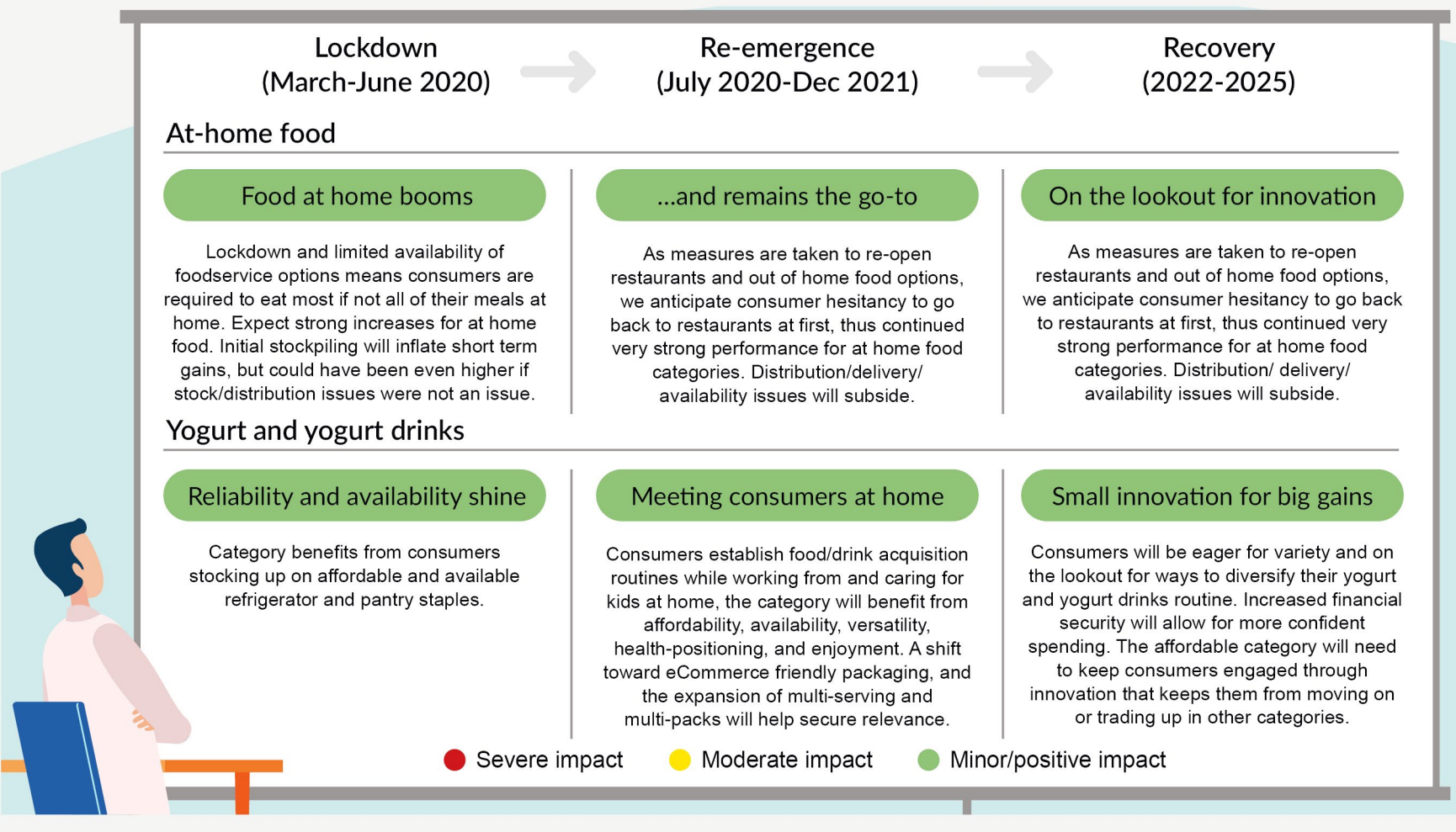
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PANDEMIC MANDATED STAY-AT-HOME ORDERS WILL ACCELERATE YOGURT'S RETURN TO RELEVANCE, AS CONSUMERS CLING TO FAMILIAR, AFFORDABLE, HEALTH-FOCUSED OPTIONS. THE YOGURT DRINKS SEGMENT WILL REQUIRE SOME MORE FINESSING TO FIND FOOTING, GIVEN ITS STRONG DRAW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

Beth Bloom,  
Associate Director,  
US Food and Drink Reports

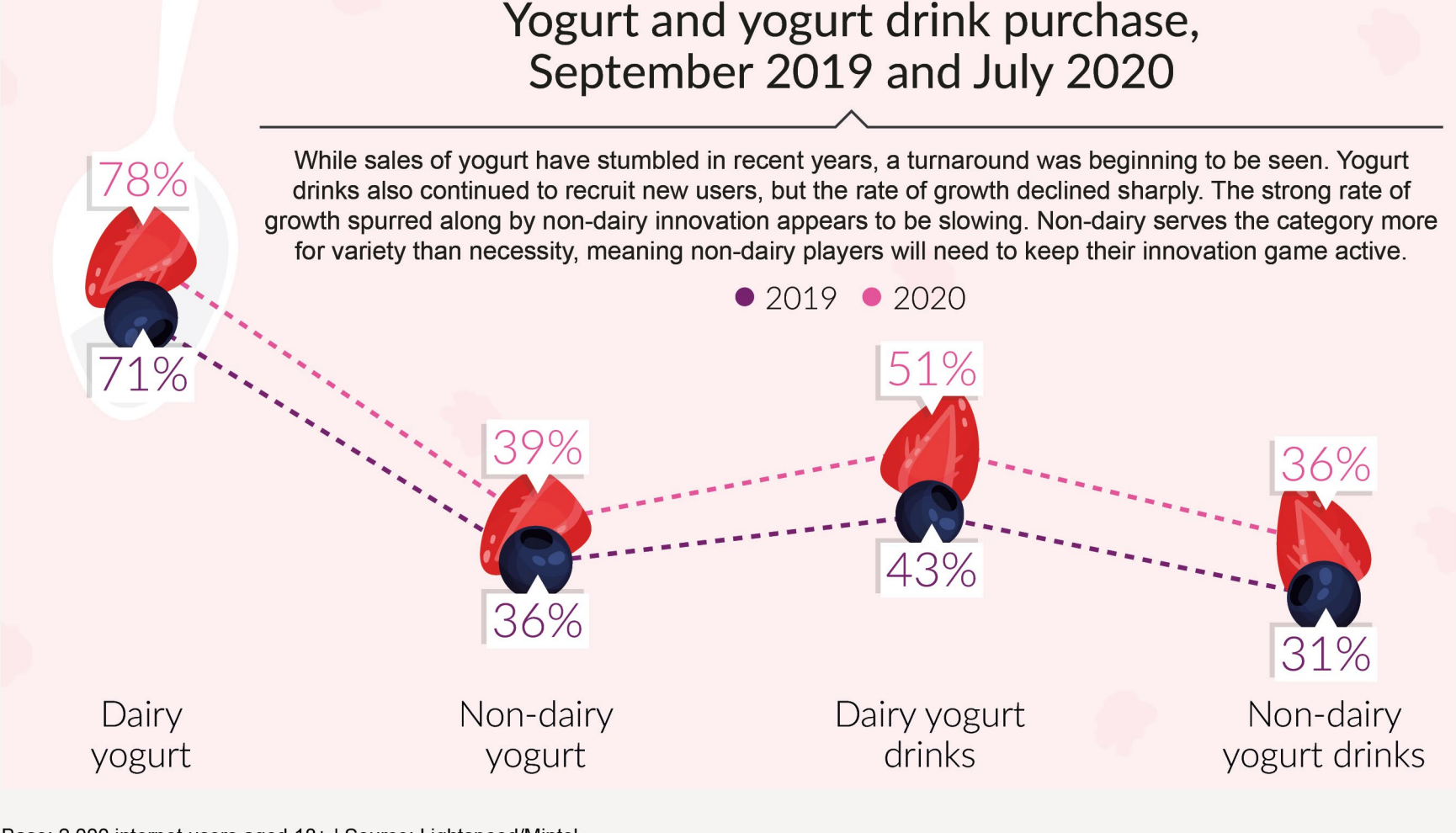
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## IMPACT OF COVID-19 ON YOGURT AND YOGURT DRINKS



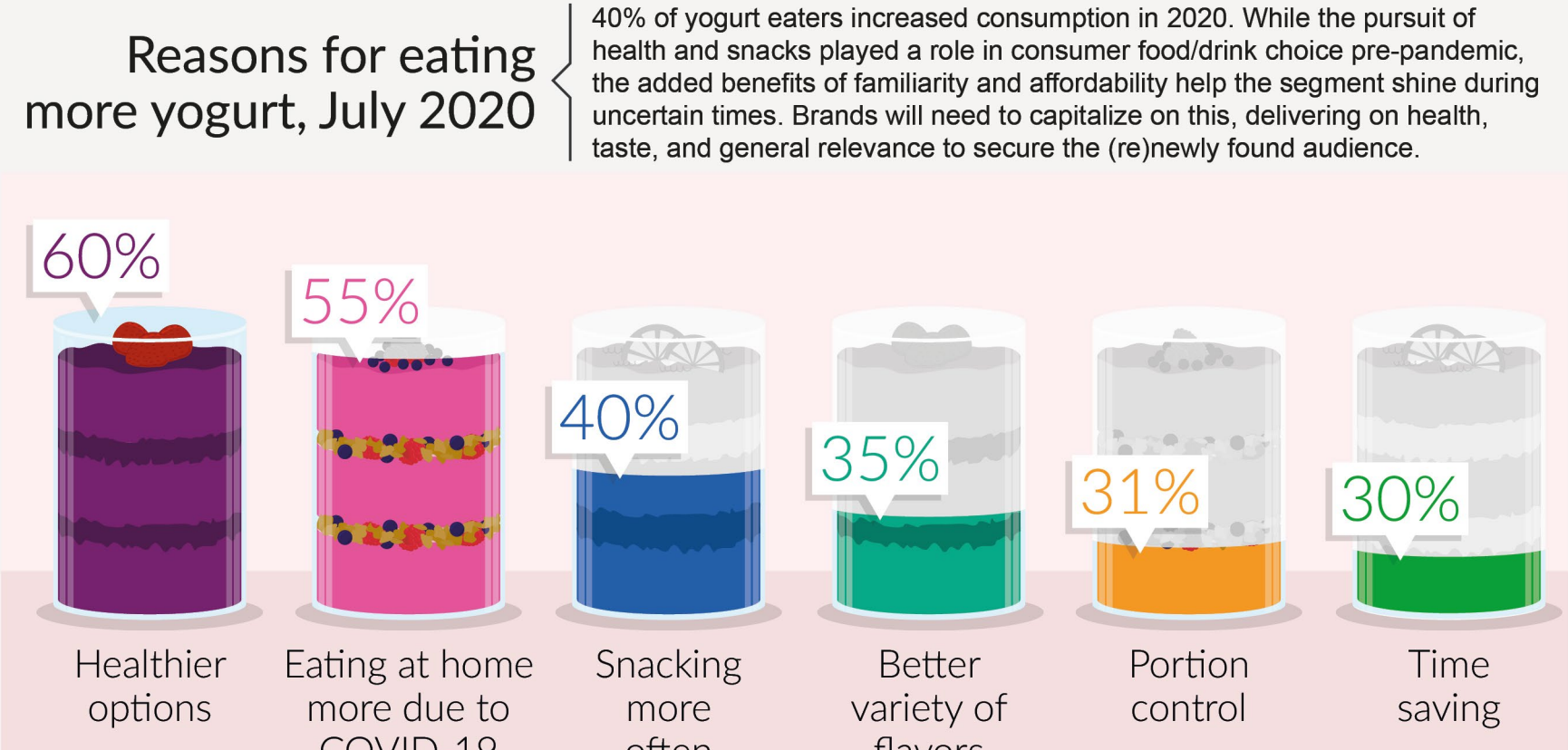
Source: Mintel

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



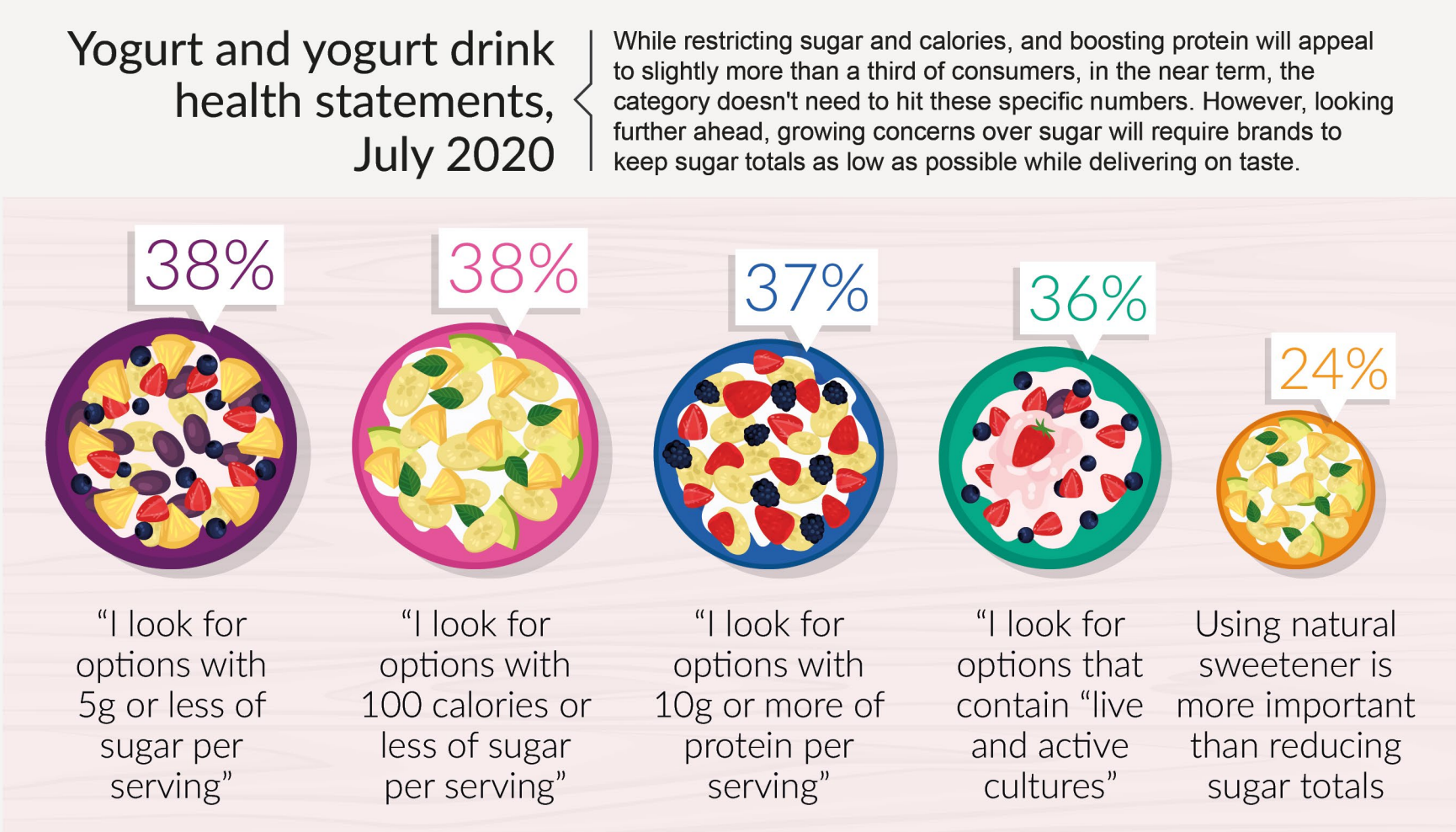
Base: 2,000 internet users aged 18+ | Source: Lightspeed/Mintel

## YOGURT'S INHERENT BFY REPUTATION ENHANCES PANDEMIC PERFORMANCE



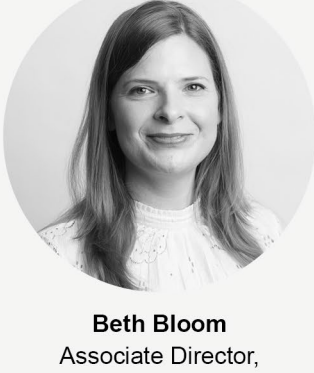
Base: 404 internet users aged 18+ who have increased their yogurt consumption in the past year | Source: Lightspeed/Mintel

## CONSUMERS SEEK HEALTH, NOT RESTRICTION

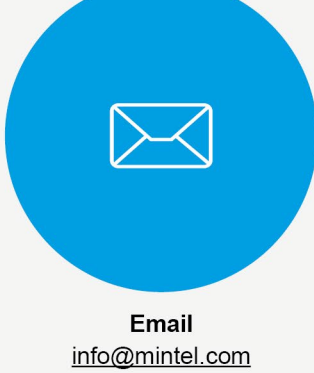


Base: 821 internet users aged 18+ who purchase yogurt/yogurt drinks | Source: Lightspeed/Mintel

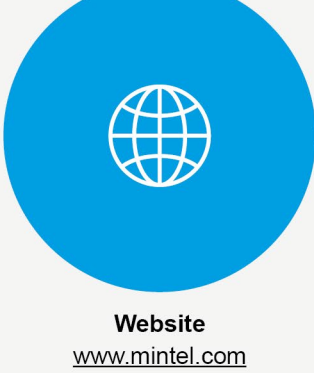
## THANKS, GET IN TOUCH



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