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

IMPACT OF COVID-19 ON YOGURT AND YOGURT DRINKS

- Customer (May 2020)
- Decisionmaker (July 2020)
- Retailer (June 2020)

Yogurt and yogurt drink purchase, September 2019 and July 2020

- Dairy Yogurt: 86% 
- Non-dairy yogurt drink: 11%

Reasons for eating more yogurt, July 2020

- 60% no sugar options
- 15% less added sugar
- 10% better for weight loss
- 5% good for gut health
- 5% less calories

YOGURT’S INHERENT BFY REPUTATION ENHANCES PANDEMIC PERFORMANCE

- 59% of yogurt drinkers say that yogurt is more nutritious, July 2020

CONSUMERS SEEK HEALTH, NOT RESTRICTION

- 38% “I look for yogurt with 5g or less of sugar per serving”
- 38% “I look for yogurt with 100% or less of sugar per serving”
- 37% “I look for yogurt with 3g or less of sugar per serving”
- 24% “I look for yogurt with 5g or less of total fat per serving”

THANKS, GET IN TOUCH

[Contact information and details for Mintel]