

Global Greek Yogurt Market Size study, By Type (Whole Milk, Low Fat, Nonfat), By Flavor (Plain, Strawberry, Blueberry, Vanilla, Others), By Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Online Stores, Others), and Regional Forecasts 2022-2028

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Abstracts

Global Greek Yogurt Market is valued at approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. Greek yogurt, also known as sack yogurt or yogurt cheese is prepared by curdling straining, and separating it from the excess watery whey. Greek yogurt offers various nutritional and health benefits such as probiotic properties, increases calcium, high protein, vitamin-B content, low carbohydrates, and many others. The growing demand for dairy products, increasing disposable income, and rising health awareness among the population are the primary factors bolstering the market demand across the globe. For instance, as per Statista, in 2019, the worldwide dairy market accounted for USD 718.9 billion, and the figure is projected to reach USD 1032.7 billion by 2024. Therefore, the surging demand for dairy products is directly associated with the demand for the Greek Yogurt, which, in turn, augment the market growth in the near future. However, the growing population of lactose intolerance patients and government regulations regarding the permissible culture for the fermentation process impede the growth of the market over the forecast period of 2022-2028. Also, the launch of several new products and the increasing millennial and Gen Z population are anticipated to act as catalyzing factors for the market demand during the forecast period.

The key regions considered for the global Greek Yogurt Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North

America is the leading region across the world in terms of market share owing to the surge in per-capita income and growing health awareness. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the surging demand for different types of fermented milk products like butter, yogurt, and cheese, as well as increasing millennial population, would create lucrative growth prospects for the Greek Yogurt Market across the Asia-Pacific region.

Major market players included in this report are:

Chobani, LLC

Danone

Fage International S.A.

General Mills, Inc. (Yoplait)

Muller Uk & Ireland Group LLP

Nestle S.A.

Parmalat S.P.A.

The Hain Celestial Group (The Greek Gods)

The Kroger Co.

Wallaby Yogurt Company

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Whole Milk

Low Fat

Nonfat

By Flavor:

Plain

Strawberry

Blueberry

Vanilla

Others

By Distribution Channel:

Supermarket/Hypermarket

Convenience Stores

Online Stores

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Greek Yogurt Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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