

Global Yoghurt Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G25A30B03464EN.html>

Date: December 2024

Pages: 158

Price: US\$ 2,800.00 (Single User License)

ID: G25A30B03464EN

Abstracts

Report Overview

Yogurt, a dairy product produced by bacterial fermentation of milk, has gained popularity worldwide due to its perceived health benefits and versatility. The global yogurt market size in 2023 stood at approximately \$94 million, with a projected Compound Annual Growth Rate (CAGR) of 4.75% from 2024 to 2032.

Several key drivers fuel the growth of the yogurt market. Firstly, the increasing awareness of health and wellness among consumers has led to a growing demand for nutritious and probiotic-rich foods like yogurt. Additionally, the rise in disposable income in emerging economies has boosted the consumption of premium yogurt products. Moreover, the trend towards convenient and on-the-go snacking options has propelled the demand for single-serve yogurt packs.

One prominent trend in the yogurt market is the surge in plant-based yogurt alternatives to cater to the preferences of vegan and lactose-intolerant consumers. Companies are innovating by introducing yogurt made from almond, soy, coconut, and other plant-based sources. This trend is driven by the growing popularity of veganism and the increasing focus on sustainability and ethical consumption practices.

Another trend shaping the yogurt market is the emphasis on clean labeling and natural ingredients. Consumers are increasingly seeking yogurt products free from artificial additives, preservatives, and sweeteners. Brands that offer organic, non-GMO, and locally sourced ingredients are gaining traction among health-conscious consumers.

Furthermore, the market is witnessing a shift towards online retail channels for yogurt

distribution. E-commerce platforms provide convenience, a wide product selection, and personalized shopping experiences, driving the growth of online yogurt sales. This trend has been accelerated by the COVID-19 pandemic, which prompted consumers to opt for contactless shopping options.

In terms of regional market distribution, Europe and North America are leading markets for yogurt consumption. The dominance of these regions can be attributed to the established dairy industries, high consumer awareness regarding health benefits, and the presence of key market players. In Europe, countries like France, Germany, and the UK exhibit a strong yogurt culture, with a variety of traditional and innovative yogurt products available in the market.

Despite the positive growth outlook, the yogurt market faces challenges such as intensifying competition among manufacturers, price volatility of raw materials like milk, and regulatory constraints related to labeling and health claims. To navigate these challenges, yogurt brands should focus on product differentiation, sustainable sourcing practices, and strategic partnerships to enhance market presence and consumer loyalty.

This report provides a deep insight into the global Yoghurt market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Yoghurt Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Yoghurt market in any manner.

Global Yoghurt Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Ultima Foods

Sodiaal

Nestle

Chobani

General Mills

Kraft Foods Group

Red Mango

TCBY

Yogurtland

Menchie's

Danone Groupe

Yakult Honsha

SweetFrog

Stonyfield Farm

FAGE International

Sanyuan

Market Segmentation (by Type)

Frozen

Drinks

Greek

Market Segmentation (by Application)

Dairy Products

Food & Beverages

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Yoghurt Market

Overview of the regional outlook of the Yoghurt Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Yoghurt Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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