

# **The US Yogurt Market: Size, Trends & Forecasts (2018-2022)**

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## **Abstracts**

### **SCOPE OF THE REPORT**

The report titled “The US Yogurt Market: Size, Trends & Forecasts (2018-2022)”, provides an in-depth analysis of the US yogurt market by value, by volume, by method of intake, by yogurt nature, etc.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall US yogurt market has also been forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The US yogurt market is dominated by three players, but there are other new players, private label players as well.

However, the competition in the US yogurt market is dominated by Danone, Chobani LLC and General Mills, Inc., who are also profiled with their financial information and respective business strategies.

### **COMPANY COVERAGE**

Chobani LLC

General Mills, Inc.

Danone

## EXECUTIVE SUMMARY

Yogurt is semi-solid dairy food that is prepared from milk and fermented by added bacteria. The bacteria such as *Lactobacillus Bulgarica* and *Streptococcus Thermophilus*, are used in preparation of yogurt. Yogurt was discovered accidentally and has its prevalence and significance throughout history.

Yogurt market has been segmented on the basis of method of intake, yogurt nature and Greek yogurt. Yogurt has varied applicability for instance it soothes sunburn, can be used as hair conditioner, could be used for facial, etc.

The US Yogurt market has increased at a significant CAGR during the years 2010-2017 and projections are made that the market would rise in the next four years i.e. 2018-2022 tremendously.

The yogurt market is expected to increase due to growing milk production in the US, increasing GDP per-capita, growing health consciousness among the US population, etc. Yet the market faces some challenges such as yogurt is prone to contamination if left unattended.

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