

Frozen Yogurt Market Size, Share & Trends Analysis Report By Product (Plain Frozen Yogurt, Flavored Frozen Yogurt), By Flavor (Vanilla, Chocolate), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global frozen yogurt market size was valued at USD 7.7 billion in 2025 and is expected to grow from USD 8.0 billion in 2026 to USD 11.5 billion in 2033, at a CAGR of 5.2% from 2026 to 2033. North America dominated the market, accounting for the largest revenue share of 39.1% in 2026. The market growth is primarily driven by the growing demand for healthier dessert alternatives with lower fat and calorie content.

Increasing consumer preference for probiotic-rich foods and innovative flavors is further boosting the growth of the frozen yogurt industry. In addition, expanding retail and foodservice channels, along with growing product availability, are also supporting market expansion. Additionally, the frozen yogurt industry is benefiting from the growing popularity of customizable, premium frozen yogurt offerings. The expansion of online food delivery platforms and quick-service outlets is improving product accessibility for consumers. Growing investments by manufacturers in new product formulations and attractive packaging are also creating opportunities for market growth.

The market is also supported by the growing influence of social media and changing consumer lifestyles, which are increasing interest in trendy dessert products. Seasonal promotions, limited-edition offerings, and experiential retail concepts are encouraging consumer engagement. Moreover, the growing presence of frozen yogurt brands across emerging markets is creating new avenues for market penetration. According to the

data published in August 2026, Gen Z is driving a frozen yogurt comeback by favoring protein-rich, healthier options with premium toppings such as pistachio cream, mochi, and fruit. The trend blends wellness, customization, and social experiences, turning fro-yo shops into popular lifestyle hangouts rather than just dessert stops.

The frozen yogurt market is strengthened by innovations in product formulations, such as dairy-free and reduced-sugar options that cater to changing consumer preferences. The growing penetration of frozen yogurt across foodservice establishments, including cafés and restaurants, is also opening new avenues for market growth. According to the data published by the International Frozen Yogurt Association in December 2024, frozen yogurt chains launched 53 new frozen yogurt and frozen yogurt alternative flavors in 2024, including a growing range of vegan and non-dairy options. Additionally, strong distribution networks and improved cold-chain infrastructure are helping brands expand their presence nationwide.

Global Frozen Yogurt Market Report Segmentation

This report forecasts revenue growth at the global, regional & country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global frozen yogurt market report based on product, flavor, distribution channel, and region:

Product Outlook (Revenue, USD Million/Billion, 2021 - 2033)

Plain frozen yogurt

Flavored frozen yogurt

Greek frozen yogurt

Dairy-free/vegan frozen yogurt

Low-fat or fat-free frozen yogurt

Flavor Outlook (Revenue, USD Million/Billion, 2021 - 2033)

Vanilla

Chocolate

Strawberry

Mango

Berry mixes

Seasonal/limited-edition flavors

Distribution Channel Outlook (Revenue, USD Million/Billion, 2021 - 2033)

Supermarkets & hypermarkets

Convenience stores

Specialty frozen yogurt shops

Online

Regional Outlook (Revenue, USD Million/Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

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