

Yogurt Powder Market Size, Share & Trends Analysis Report By Product (Whole, Skimmed, Semi-Skimmed), By Packaging, (Sachets/Pouches, Cans/Jars And Bulk Packaging), By End Use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Yogurt Powder Market Growth & Trends

The global yogurt powder market size is expected to reach USD 1.11 billion by 2030, according to a new report by Grand View Research, Inc. It is anticipated to grow at a CAGR of 6.7% from 2024 to 2030. Changing dietary preferences of consumers and increasing adoption of healthier diets are the key factors for driving the growth. Yogurt powder is a rich source of vitamin B6, vitamin B12, calcium, vitamin D, protein, and riboflavin among other nutrients, which in turn is anticipated to fuel the product demand.

Key manufacturers are expanding distribution channels by launching new supermarkets, warehouses, and exclusive stores to increase the product visibility and customer reach across developed countries. For instance, in January 2017, EasiYo, yogurt brand from New Zealand announced its partnership with Ornu Nutrition Ingredients (ONI), a U.K. based supplier of nutritional ingredients to expand its supply chain in Europe. The production facility is utilized for packaging and distribution of full range of natural and flavored yogurt powder and other products for the Europe market. This strategic move is expected to boost offline availability of the product in near future.

Europe held the largest market share of 31.5% in 2018. Over the past few years, major players operating in the regional yogurt powder market are adopting marketing

strategies such as innovative product launches to cater to the increasing demand for powder and dehydrated yogurt from confectionery and bakery industry. For instance, in September 2018, Epi Ingredients launched an innovative and high-protein content yogurt based powder under the brand name SoBenefik. Such new product launches are anticipated to bode well for the overall market growth.

Yogurt Powder Market Report Highlights

Whole yogurt powder dominated the market and accounted for the largest revenue share of 42.4% in 2023 due to growing consumer preference for full-fat dairy products.

Sachets/pouches dominated the market and accounted for the largest revenue share of 49.7% in 2023 due to their convenience and portability.

HoReCa (Hotel/Restaurant/Cafe) held the largest revenue share of 40.9% in 2023 due to the increasing demand for convenient, nutritious, and versatile food options.

North America yogurt powder market dominated the market with a revenue share of 40.4% in 2023.

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