

Greek Yogurt Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global greek yogurt market size reached US\$ 8.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 13.4 Billion by 2028, exhibiting a growth rate (CAGR) of 7.6% during 2023-2028.

Greek yogurt, also known as yogurt cheese or sack yogurt is prepared through straining of curd and separating it from the excess watery whey. The straining process makes the yogurt thicker and creamier as compared to the regular curd. Greek yogurt has various nutritional benefits such as high protein, calcium, and vitamin-B content, probiotic properties, low carbohydrates, etc. They also come in a variety of flavors and toppings such as blueberry, vanilla, honey, chocolate, etc. It is also highly preferred by consumers for making various sauces and for marinating cheese and meat.

One of the key factors driving the global Greek yogurt market is the increase in health consciousness among consumers and change in dietary preference towards healthy and nutrient-rich food products. Owing to the increasing consumption of fat-free and weight management products, Greek yogurt has gained immense popularity among consumers. In countries such as the US, Mexico, Canada, etc., Greek yogurt is used extensively for meal preparation and is also consumed as a sweet snack mixed with fruits. It is also used as a substitute product for sour cream, smoothies, cream cheese and butter that has increased its application in the food and beverage industry. Additionally, the introduction of Greek yogurt produced with natural and organic ingredients has also catalyzed the growth of the market. Consumers are increasingly preferring food sources that are gluten-free, chemical-free and produced with natural methods. Moreover, factors such as growing urbanization, a rise in the middle-class population, strong growth in online sales, etc. are also catalyzing the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global greek yogurt market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, flavor and distribution channel.

Breakup by Product Type:

- Regular Greek Yogurt
- Non-Fat Greek Yogurt

Breakup by Flavor:

- Flavored
- Unflavored

Breakup by Distribution Channel:

- Hypermarkets and Supermarkets
- Specialty Stores
- Convenience Stores
- Independent Retailers
- Online
- Others

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Competitive Landscape:

The report has also analyzed the competitive landscape of the market with some of the key players being Chobani LLC, Stonyfield Farm, Inc, Fage International S.A., General Mills, Inc., Dannon, Alpina Foods, Auburn Dairy, Delta Food (Vivartia), EasiYo, Ehrmann, Emmi Group, Glenisk, Kalypso Farms Dairy, Kri Kri, Mevgal, Muller UK &

Ireland, Olympus, etc.

Key Questions Answered in This Report

1. What was the size of the global Greek yogurt market in 2022?
2. What is the expected growth rate of the global Greek yogurt market during 2023-2028?
3. What are the key factors driving the global Greek yogurt market?
4. What has been the impact of COVID-19 on the global Greek yogurt market?
5. What is the breakup of the global Greek yogurt market based on the product type?
6. What is the breakup of the global Greek yogurt market based on the flavor?
7. What is the breakup of the global Greek yogurt market based on the distribution channel?
8. What are the key regions in the global Greek yogurt market?
9. Who are the key players/companies in the global Greek yogurt market?

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