

2018-2023 Global Frozen Yogurt Consumption Market Report

<https://marketpublishers.com/r/2A54BF754B5EN.html>

Date: June 2018

Pages: 158

Price: US\$ 4,660.00 (Single User License)

ID: 2A54BF754B5EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Frozen Yogurt market for 2018-2023.

Frozen yogurt is a frozen dessert made with yogurt and sometimes other dairy products. Frozen yogurt, a crossbreed between the more traditional ice cream dessert and the healthier yogurt products, has become the new way for customers to enjoy their dessert while still being conscious of their health.

Frozen yogurt isn't completely frozen but simply contains ice crystals; the primary ingredient is milk and milk products, sugar accounts for about 15 per cent of the ingredients and the strains of bacteria makes up about 1 per cent.

The market for frozen yogurt is fragmented with players such as Yogen Fruz, Menchie's, Pinkberry, Red Mango, TCBY, Yogurtland, Ilaollao, Perfectime, Ben & Jerry's, Micat, Orange Leaf, Yogiboost and so on. Among them, Yogen Fruz and Menchie's are the global leading supplier.

On the basis of type, the frozen yogurt market is segmented into Plain Frozen Yogurt, Flavored Frozen Yogurt. The Flavored Frozen Yogurt segment is expected to account for the larger share of the global market in 2017.

Over the next five years, LPI(LP Information) projects that Frozen Yogurt will register a 24.0% CAGR in terms of revenue, reach US\$ 1880 million by 2023, from US\$ 640 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Frozen Yogurt market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Plain Frozen Yogurt

Flavored Frozen Yogurt

Segmentation by application:

Minor (age50)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Yogen Fruz

Menchie's

Pinkberry

Red Mango

TCBY

Yogurtland

Ilaollao

Perfectime

Ben & Jerry's

Micat

Orange Leaf

Yogiboost

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Frozen Yogurt consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Frozen Yogurt market by identifying its various subsegments.

Focuses on the key global Frozen Yogurt manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Frozen Yogurt with respect to individual growth trends, future

prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Frozen Yogurt submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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