

Yogurt Market Forecasts to 2032 – Global Analysis By Product Type (Flavored Yogurt, Unflavored, Greek Yogurt, Traditional Yogurt, Organic Yogurt, Plant-Based Yogurt, Children’s Yogurt, and Other Product Types), Form, Distribution Channel, Fat Content, Packaging, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Yogurt Market is accounted for \$3.14 billion in 2025 and is expected to reach \$5.61 billion by 2032 growing at a CAGR of 8.6% during the forecast period. Yogurt is a creamy, tangy dairy product made by fermenting milk with specific bacterial cultures, primarily *Lactobacillus bulgaricus* and *Streptococcus thermophilus*. This fermentation process thickens the milk and gives yogurt its distinct taste and texture. Rich in protein, calcium, and probiotics, yogurt supports digestive health and nutrition. It can be consumed plain or flavored, and is enjoyed globally in various forms, including drinkable, frozen, and plant-based alternatives.

According to the International Food Information Council's (IFIC) 2023 survey, 75% of Americans prioritize health benefits when choosing food, with a particular focus on digestive health and immunity.

Market Dynamics:

Driver:

Rising health awareness

Consumers are increasingly seeking nutrient-rich foods that support digestive health

and immunity. Yogurt, being a natural source of probiotics, calcium, and protein, is gaining popularity as a functional food. The shift toward healthier snacking habits is encouraging the consumption of low-fat and fortified yogurt variants. Rising awareness of gut health and the benefits of fermented foods is further boosting demand. As a result, yogurt is becoming a staple in health-conscious diets across various demographics.

Restraint:

High sugar content in flavoured yogurts

Consumers are becoming more vigilant about added sugars in their diets, especially in products marketed as healthy. Excessive sugar intake is linked to obesity, diabetes, and other chronic conditions, leading to skepticism around sweetened yogurt products. Regulatory bodies are also pushing for clearer labeling and sugar reduction initiatives. This has prompted some consumers to shift toward plain or unsweetened alternatives. Manufacturers must innovate to balance taste and health to retain consumer trust.

Opportunity:

Expansion of plant-based alternatives

Consumers seeking dairy-free options due to lactose intolerance, veganism, or sustainability concerns are driving demand for plant-based yogurts. These alternatives, made from almond, soy, coconut, or oat milk, are gaining traction for their nutritional and ethical appeal. Innovation in texture and flavor is helping plant-based yogurts compete with traditional dairy products. Retailers are expanding shelf space for these offerings, reflecting their growing popularity. As the plant-based movement continues, this segment is expected to see robust growth.

Threat:

Short shelf life

The perishable nature of dairy products requires efficient cold chain logistics and inventory management. Spoilage risks lead to higher wastage and operational costs, especially in regions with limited refrigeration infrastructure. This also limits the product's reach in remote or underdeveloped markets. Consumers are wary of purchasing yogurt close to its expiration date, affecting sales turnover.

Covid-19 Impact

The COVID-19 pandemic had a mixed impact on the yogurt market. On one hand, heightened health awareness led to increased demand for immunity-boosting foods like probiotic-rich yogurt. On the other, supply chain disruptions and reduced footfall in retail outlets temporarily affected sales. The shift toward online grocery shopping benefited yogurt brands with strong digital presence. Post-pandemic, the market is stabilizing with renewed focus on health, convenience, and digital retail channels.

The frozen yogurt segment is expected to be the largest during the forecast period

The frozen yogurt segment is expected to account for the largest market share during the forecast period, due to its appeal as a healthier dessert alternative. Consumers are increasingly choosing frozen yogurt over traditional ice cream for its lower fat content and probiotic benefits. The segment is also benefiting from flavour innovation and customizable serving formats. Retail chains and specialty outlets are expanding frozen yogurt offerings to cater to diverse preferences. The growing trend of guilt-free indulgence is fuelling demand in this category.

The bottles segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the bottles segment is predicted to witness the highest growth rate, due to rising demand for on-the-go and drinkable yogurt formats. Bottled yogurt appeals to busy consumers seeking convenient, nutritious snacks. The segment is also gaining traction among fitness enthusiasts and health-conscious individuals. Innovations in packaging and shelf-stable formulations are expanding its reach. The popularity of probiotic drinks and functional beverages is further boosting the growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to its large population base and growing health awareness. Rising disposable incomes and urbanization are driving demand for convenient and nutritious food options. Traditional familiarity with fermented dairy products supports yogurt consumption in countries like India and China. Government initiatives promoting dairy consumption and nutritional awareness are also contributing to market growth.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong consumer demand for health-oriented and innovative yogurt products. The region has a mature market with high per capita yogurt consumption, yet continues to grow through premiumization and product diversification. Plant-based and functional yogurts are gaining popularity among health-conscious consumers. The presence of leading brands and aggressive marketing strategies is fuelling category expansion.

Key players in the market

Some of the key players profiled in the Yogurt Market include Danone S.A., Lactalis Group, Nestle S.A., Chobani LLC, General Mills Inc., Arla Foods AMBA, FAGE International S.A., Inner Mongolia Yili Industrial Group Co. Ltd., China Mengniu Dairy Company Limited, FrieslandCampina, Muller UK & Ireland Group LLP, Saputo Inc., Yakult Honsha Co. Ltd., Amul, and Stonyfield Farm.

Key Developments:

In June 2025, Danone and Leprino strengthen partnership to reduce GHG and dairy methane emissions, using BioFiltro technology. Danone and Leprino have extended their existing business relationship for the supply of dairy ingredients by signing a multi-year agreement focused on sustainability. This agreement aims to reduce on-farm emissions by approximately 50% by 2030, compared to 2020 levels. The first significant project involves installing BioFiltro's innovative wastewater treatment technology on a dairy farm in California.

In May 2025, Nestle expands its air fryer range in the Americas, offering delicious meal moments. Nestle is developing its range of recipe mixes, meals and seasonings to support modern cooking with this device. The company has launched several air fryer-suitable products throughout North and South America that make it easy for people to enjoy more delicious meal moments.

Product Types Covered:

Flavoured Yogurt

Unflavoured

Greek Yogurt

Traditional Yogurt

Organic Yogurt

Plant-Based Yogurt

Children's Yogurt

Other Product Types

Forms Covered:

Set Yogurt

Stirred Yogurt

Liquid/Drinkable Yogurt

Frozen Yogurt

Powdered Yogurt

Distribution Channels Covered:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online Retail

Foodservice

Other Distribution Channels

Fat Content Covered:

Fat-Free

Low Fat

Regular/Whole Fat

Packagings Covered:

Cups

Tubes/Pouches

Bottles

Tubs

Multipacks

End Users Covered:

Adults

Kids

Seniors

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL YOGURT MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Flavored Yogurt
 - 5.2.1 Fruit-based
 - 5.2.2 Chocolate
- 5.3 Unflavored
- 5.4 Greek Yogurt
- 5.5 Traditional Yogurt
- 5.6 Organic Yogurt
- 5.7 Plant-Based Yogurt
 - 5.7.1 Soy-based
 - 5.7.2 Almond-based
 - 5.7.3 Coconut-based
 - 5.7.4 Oat-based
- 5.8 Children's Yogurt
- 5.9 Other Product Types

6 GLOBAL YOGURT MARKET, BY FORM

- 6.1 Introduction
- 6.2 Set Yogurt
- 6.3 Stirred Yogurt
- 6.4 Liquid/Drinkable Yogurt
- 6.5 Frozen Yogurt
- 6.6 Powdered Yogurt

7 GLOBAL YOGURT MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Supermarkets/Hypermarkets
- 7.3 Convenience Stores
- 7.4 Specialty Stores
- 7.5 Online Retail
- 7.6 Foodservice
- 7.7 Other Distribution Channels

8 GLOBAL YOGURT MARKET, BY FAT CONTENT

- 8.1 Introduction
- 8.2 Fat-Free
- 8.3 Low Fat
- 8.4 Regular/Whole Fat

9 GLOBAL YOGURT MARKET, BY PACKAGING

- 9.1 Introduction
- 9.2 Cups
- 9.3 Tubes/Pouches
- 9.4 Bottles
- 9.5 Tubs
- 9.6 Multipacks

10 GLOBAL YOGURT MARKET, BY END USER

- 10.1 Introduction
- 10.2 Adults
- 10.3 Kids
- 10.4 Seniors
- 10.5 Other End Users

11 GLOBAL YOGURT MARKET, BY GEOGRAPHY

- 11.1 Introduction
- 11.2 North America
 - 11.2.1 US
 - 11.2.2 Canada
 - 11.2.3 Mexico
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 Italy
 - 11.3.4 France
 - 11.3.5 Spain
 - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 Japan
 - 11.4.2 China

- 11.4.3 India
- 11.4.4 Australia
- 11.4.5 New Zealand
- 11.4.6 South Korea
- 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 Danone S.A.
- 13.2 Lactalis Group
- 13.3 Nestle S.A.
- 13.4 Chobani LLC
- 13.5 General Mills Inc.
- 13.6 Arla Foods AMBA
- 13.7 FAGE International S.A.
- 13.8 Inner Mongolia Yili Industrial Group Co. Ltd.
- 13.9 China Mengniu Dairy Company Limited
- 13.10 FrieslandCampina
- 13.11 Muller UK & Ireland Group LLP
- 13.12 Saputo Inc.

13.13 Yakult Honsha Co. Ltd.

13.14 Amul

13.15 Stonyfield Farm

List Of Tables

LIST OF TABLES

- Table 1 Global Yogurt Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Yogurt Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Yogurt Market Outlook, By Flavored Yogurt (2024-2032) (\$MN)
- Table 4 Global Yogurt Market Outlook, By Fruit-based (2024-2032) (\$MN)
- Table 5 Global Yogurt Market Outlook, By Chocolate (2024-2032) (\$MN)
- Table 6 Global Yogurt Market Outlook, By Unflavored (2024-2032) (\$MN)
- Table 7 Global Yogurt Market Outlook, By Greek Yogurt (2024-2032) (\$MN)
- Table 8 Global Yogurt Market Outlook, By Traditional Yogurt (2024-2032) (\$MN)
- Table 9 Global Yogurt Market Outlook, By Organic Yogurt (2024-2032) (\$MN)
- Table 10 Global Yogurt Market Outlook, By Plant-Based Yogurt (2024-2032) (\$MN)
- Table 11 Global Yogurt Market Outlook, By Soy-based (2024-2032) (\$MN)
- Table 12 Global Yogurt Market Outlook, By Almond-based (2024-2032) (\$MN)
- Table 13 Global Yogurt Market Outlook, By Coconut-based (2024-2032) (\$MN)
- Table 14 Global Yogurt Market Outlook, By Oat-based (2024-2032) (\$MN)
- Table 15 Global Yogurt Market Outlook, By Children's Yogurt (2024-2032) (\$MN)
- Table 16 Global Yogurt Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 17 Global Yogurt Market Outlook, By Form (2024-2032) (\$MN)
- Table 18 Global Yogurt Market Outlook, By Set Yogurt (2024-2032) (\$MN)
- Table 19 Global Yogurt Market Outlook, By Stirred Yogurt (2024-2032) (\$MN)
- Table 20 Global Yogurt Market Outlook, By Liquid/Drinkable Yogurt (2024-2032) (\$MN)
- Table 21 Global Yogurt Market Outlook, By Frozen Yogurt (2024-2032) (\$MN)
- Table 22 Global Yogurt Market Outlook, By Powdered Yogurt (2024-2032) (\$MN)
- Table 23 Global Yogurt Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 24 Global Yogurt Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)
- Table 25 Global Yogurt Market Outlook, By Convenience Stores (2024-2032) (\$MN)
- Table 26 Global Yogurt Market Outlook, By Specialty Stores (2024-2032) (\$MN)
- Table 27 Global Yogurt Market Outlook, By Online Retail (2024-2032) (\$MN)
- Table 28 Global Yogurt Market Outlook, By Foodservice (2024-2032) (\$MN)
- Table 29 Global Yogurt Market Outlook, By Other Distribution Channels (2024-2032) (\$MN)
- Table 30 Global Yogurt Market Outlook, By Fat Content (2024-2032) (\$MN)
- Table 31 Global Yogurt Market Outlook, By Fat-Free (2024-2032) (\$MN)
- Table 32 Global Yogurt Market Outlook, By Low Fat (2024-2032) (\$MN)
- Table 33 Global Yogurt Market Outlook, By Regular/Whole Fat (2024-2032) (\$MN)

- Table 34 Global Yogurt Market Outlook, By Packaging (2024-2032) (\$MN)
- Table 35 Global Yogurt Market Outlook, By Cups (2024-2032) (\$MN)
- Table 36 Global Yogurt Market Outlook, By Tubes/Pouches (2024-2032) (\$MN)
- Table 37 Global Yogurt Market Outlook, By Bottles (2024-2032) (\$MN)
- Table 38 Global Yogurt Market Outlook, By Tubs (2024-2032) (\$MN)
- Table 39 Global Yogurt Market Outlook, By Multipacks (2024-2032) (\$MN)
- Table 40 Global Yogurt Market Outlook, By End User (2024-2032) (\$MN)
- Table 41 Global Yogurt Market Outlook, By Adults (2024-2032) (\$MN)
- Table 42 Global Yogurt Market Outlook, By Kids (2024-2032) (\$MN)
- Table 43 Global Yogurt Market Outlook, By Seniors (2024-2032) (\$MN)
- Table 44 Global Yogurt Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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