

Australia Yogurt Market, By Type (Non-Flavored, Flavored), By Fat Content (Regular, Low Fat, Fat-Free), By Form (Conventional Yogurt, Set Yogurt, Greek Yogurt, Frozen Yogurt, Yogurt Drinks and Others), By Packaging (Pouches, Plastic Bottles, Tetra Packs and Others), By Distribution Channel (Convenience Stores, Independent Small Grocers, Supermarket/Hypermarket, Online Channel), By Region, Competition, Forecast & Opportunities, 2026

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Abstracts

Australia Yogurt Market is expected to surpass USD1670 million by the end of 2026. Australia Yogurt Market is majorly driven by the increasing consumer attention towards health and wellness. Further, due to the increasing demand for specialised yogurt, such as low fat and fat-free, young consumers are increasingly shifting towards yogurt as a healthy alternative for their regular diet. Additionally, increasing trend for vegetarianism is gaining prominence in Australia and citizens in the country are opting for dairy-based products, including yogurt in their diet, to maintain the nutrition level in their body caused by absence of non-vegetarian diet. These factors are expected to elevate the growth of yogurt market in Australia in the forecast period till 2026.

Based on the type, Australia Yogurt Market is segmented into non-flavored and flavored yogurt. In 2020, flavored type yogurt category held the largest share in the Australia Yogurt Market due to the increasing product offerings by the companies and inclusion of various exotic flavors such as aloe vera flavored yogurt, etc.

Based on the region the market is segmented into Australia Capital Territory & New

South Wales, Northern Territory & Southern Australia, Western Australia, Queensland, Victoria & Tasmania. Until 2020, Australia Capital Territory & New South Wales held the largest market share in the Australia Yogurt Market due to its higher GDP and population. Also, Northern Territory & Southern Australia is another region capturing a major share in the yogurt market of Australia and the region is anticipated to continue witnessing growth until 2026.

Australia Yogurt Market on the basis of distribution channel is further segmented into convenience stores, independent small grocers, supermarket/hypermarket and online. In the base year 2020, Supermarket/Hypermarket, held the largest market share in the Australia Yogurt Market due to their enhanced reach and expanded chains across cities in Australia. However, online platforms are expected to show incredible growth rate in the Australia Yogurt market until 2026 due to increasing presence of online platforms in the fresh dairy segment. Additionally, companies operating in the online fresh dairy segment are investing in enhancing their cold chain and supply chain, in order to offer the seamless service to the consumers.

Some of the leading companies in the Australia Yogurt Market include Woolworths Group Limited, Chobani Australia Pty Ltd, Danone Murray Goulburn Pty Ltd, Bega Dairy and Drinks Pty Ltd, Gippsland Dairy Pty Ltd., Parmalat Australia Ltd., Fonterra Australia Pty Ltd., Warrnambool Cheese & Butter Factory Company Holdings Limited, Bega Cheese Limited., Meiji Dairy Australasia Pty. Ltd. Leading players are also focusing on expanding their product portfolio to attract the consumers in Australia.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze historical growth in market size of Australia Yogurt Market from 2016 to 2020.

To estimate and forecast the market size of Australia Yogurt Market from 2021 to 2026 and growth rate until 2026.

To classify and forecast Australia Yogurt Market based on type, fat content, form, packaging type, distribution channels, regional distribution.

To define, classify and forecast Australia Yogurt Market on the basis of segment (Non-Flavored and Flavored)

To scrutinize the detailed market segmentation and forecast the market size segmenting Australia Yogurt Market into five regions namely, Australia Capital Territory & New South Wales, Northern Territory & Southern Australia, Western Australia, Queensland, Victoria & Tasmania.

To identify tailwinds and headwinds for Australia Yogurt Market.

To get an idea about the consumers' behavior towards brand awareness, sources of information and factors influencing purchase decision.

To examine competitive developments such as expansions, new product launches, supply contracts and mergers and acquisitions in the Australia Yogurt Market.

To evaluate competitive pricing, average market selling prices and trends in the Australia Yogurt Market.

To identify and analyze profiles of the leading players, involved in the supply of yogurt products in Australia.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of yogurt producers and suppliers in Australia. TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include producers that could not be identified due to the limitations of secondary research. TechSci Research analyzed product offerings, end use sectors, and regional presence of all major yogurt suppliers across the country.

TechSci Research calculated the market size for Australia Yogurt Market using a bottom-up approach, wherein producers' value sales data for different types of yogurt such as (non-flavored and flavored), was recorded and subsequently forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated them through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company annual reports, white papers, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Australia yogurt producers, suppliers and other stakeholders

Associations, organizations and alliances related to dairy industry.

Government bodies such as regulating authorities and policy makers.

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as yogurt producers, distributors, suppliers, and policy makers to understand which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

Report Scope:

In this report, Australia Yogurt Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Australia Yogurt Market, By Type:

Non-Flavored

Flavored

Australia Yogurt Market, By Fat Content:

Regular

Low Fat

Fat Free

Australia Yogurt Market, By Form:

Conventional Yogurt

Set Yogurt

Greek Yogurt

Frozen Yogurt

Yogurt Drinks

Others

Australia Yogurt Market, By Packaging:

Pouches

Tetra Packs

Plastic Bottles

Others

Australia Yogurt Market, By Distribution Channel:

Convenience Stores

Independent Small Grocers

Supermarket/Hypermarket

Online

Australia Yogurt Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Australia Yogurt Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Channel Partner Analysis

Detailed list of distributors and dealers across the country.

Company Information

Detailed analysis and profiling of additional market players (up to five).

Product Information

Detailed analysis of new products in the market and their driving forces in the market.

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