

Drinkable Yogurt Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F

Segmented By Product Type (Dairy Based and Non-Dairy Based), By Flavor (Flavored and Non-Flavored), By Packaging (Bottles, Tetra Packs and Others (Cans, Pouches), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Departmental Stores, Online, and Non-Retail), By Region, By Company

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Abstracts

Global drinkable yogurt's market size is anticipated to grow during the forecast period due to rising introduction of plant-based yogurt drinks with the growing number of vegans and increasing consumer awareness regarding healthy & nutritious drinks.

Global Drinkable Yogurt Market Scope

Drinkable yogurt is a liquid form of yogurt. There are various health benefits of drinkable yogurt such as boosting immune system and digestive system because it contains calcium, protein, vitamins, potassium, and magnesium.

The global drinkable market is segmented into two types: dairy-based yogurt drinks and non-dairy based yogurt drinks. The dairy-based yogurt drinks are made with the use of milk that are rich in protein and contain amino acids which help to strengthen a person's immune system. Non-dairy based yogurt drinks are made with the use of plant-based ingredients such as soy, coconut, oats, and cashews.

Global Drinkable Yogurt Market Overview

The global drinkable yogurt market is anticipated to grow during the forecast period due to the increasing demand for healthier and convenient beverages, as well as the rising popularity of probiotics. The availability of a wide range of flavors, and the convenience of drinkable yogurt as an on-the-go snack or meal replacement, are also contributing to the market's growth. Moreover, the availability of a wide range of flavors is one of the key factors driving the market's growth. Consumers are attracted to the variety of flavors available, which allow them to choose their preferred taste. Traditional flavors such as strawberry, blueberry, and peach remain popular choices, but there is also a growing demand for more exotic and unique flavors such as mango, passion fruit, and lychee. Some companies are also introducing more innovative flavors, such as chocolate and coffee, to cater to different consumer preferences.

Furthermore, in terms of regions, Asia Pacific has a significant share in the market during the forecast period due to growing consumer awareness regarding importance of healthy diet and rising product availability in the region. Also, manufacturers have been encouraged to innovate and produce a wide range of drinks in the region, owing to surging consumers' demand for healthy snacks and beverages. The fastest-growing markets within Asia-Pacific are China and India, owing to significant demand of dairy based products and rising use of online shopping.

Global Drinkable Yogurt Market Drivers

The growing demand for probiotic foods and healthy snacking food items among health-conscious consumers is the key factor driving the global drinkable yogurt market during the forecast period. Moreover, the global market has also been boosted by launches of functional products with new flavors, such as drinkable yogurt that has been fortified with omega 3, collagen, aloe vera, plant sterols. For instance, in the year 2022, the brand “Activia” launched the new “Activia+ Multi-Benefit Probiotic Yogurt Drink”, which contains zinc, vitamin C, and vitamin D (20% Daily Value (DV)) to strengthen the immune system. The company offers yogurt drink in wide varieties of flavors such as strawberry, peach, and raspberry.

Yogurt drinks are considered to be a healthy drink that contains significant amounts of calcium, vitamins, and minerals such as phosphorus, magnesium, and potassium which also makes the yogurt drink, nutritious. Therefore, yogurt drinks are considered to be an effective nutritional drink for weight loss and for protein because they include essential amounts of protein for the body without having excessive carbohydrates.

Simultaneously, increasing introduction of fat-free yogurt drink by the manufacturers in the market to cater the demand of the consumers, also drives the global drinkable yogurt drink market growth during the forecast period. For instance, Marigold offers fat-free drinkable yogurt in strawberry flavor with 0% fat for fitness freak consumers. It combines the sourness of yogurt with refreshing fruit juice to produce a healthy drink that doesn't include any preservatives. Therefore, all these factors are driving the global drinkable yogurt market growth during the forecast period.

Global Drinkable Yogurt Market Trends

Major trends in global drinkable yogurt drink market are rising popularity of variety of flavors, surging availability of dairy products, rising awareness for benefits of yogurts, and availability of dairy-free products (which is also known as plant-based products). The introduction of plant-based drinks is growing due to increasing consumer awareness regarding animal cruelty and rising vegan population. For instance, according to the survey of “The Grocer” which is the weekly magazine and paid online service in the UK in 2021, around 42% of UK consumers had reduced the dairy consumption, around 15% had fully eliminated the dairy products from their diet, and 20% stated that they prefer buying more plant-based products.

In order to cater to this trend and fulfil the requirements of the consumers, manufacturers are providing dairy-free drinkable yogurt in the market. For instance, Califia Farms offers dairy-free yogurt drinks that are made with 10 billion active probiotic Colony Forming Units (CFU) to improve and process digestive and immune system. These yogurt drinks are available in four flavors such as Strawberry, Super Berry, Mango, and Unsweetened Plain. Therefore, the introduction of dairy-free yogurt drinks by the companies in the market is driving the global drinkable yogurt market growth during the forecast period.

Global Drinkable Yogurt Market Challenges

Various preservatives or additives used in the manufacturing of yogurt drinks may impede the growth of global drinkable yogurt market. These preservatives or additives are used to enhance the flavor and aroma of the product or make them more consistent which can increase the risk of immune diseases. Furthermore, high competition among the companies also hinders the growth of the global drinkable yogurt market during the forecast period.

Global Drinkable Yogurt Market Opportunities

Increasing trend of veganism & dairy-free products among the consumers, provides great opportunities to the manufacturers to produce dairy free yogurt drink in order to have a competitive edge in the global drinkable yogurt market. For instance, according to a survey conducted by The Vegan Society in 2021, 1 in 4 Brits had reduced their intake of animal-based products since the Covid-19 outbreak began, and around 12% had reduced their consumption of dairy and eggs. Therefore, rising adoption of vegan diets by the consumers is driving the global drinkable yogurt market growth.

Furthermore, rising demand of lactose-free yogurts due to increasing number of lactose intolerant people around the world, also fuels the global drinkable yogurt market growth during the forecast period. According to Boston Children's Hospital, around 30 to 50 million people are lactose intolerant in the United States. Therefore, growing demand of lactose free yogurt provides a great opportunity for companies to manufacture lactose-free yogurt drink in order to fulfil the requirements of the consumers.

Company Profiles

Danone S.A., Nestlé S.A., General Mills Inc., Chobani Global Holdings, LLC, Meiji Holdings Co., Ltd., Lactalis Group, Benecol Limited, Arla Foods amba, Archway Food Group (Pillars Drinkable Yogurt), Morinaga Nutritional Foods, Inc., etc. are the market players in the global drinkable yogurt market during the forecast period.

Market Segmentation

The global drinkable yogurt market is segmented into product type, flavor, packaging, distribution channel, and region. Based on product type, the market is segmented into dairy-based and non-dairy based. Based on the flavor, the market is segmented into flavored and non-flavored. Based on packaging, the market is segmented into bottles, tetra packs, and others (cans, pouches). Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, convenience stores, departmental stores, online and non-retail. The market analysis also studies regional segmentation to devise regional market segmentation.

Report Scope:

In this report, the global drinkable yogurt market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Drinkable Yogurt Market, By Product Type:

Dairy Based

Non-Dairy Based

Drinkable Yogurt Market, By Flavor:

Flavored

Non-Flavored

Drinkable Yogurt Market, By Packaging:

Bottles

Tetra Packs

Others

Drinkable Yogurt Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Departmental Stores

Online

Non-Retail

Drinkable Yogurt Market, By Region:

Asia-Pacific

China

India

Japan

South Korea

Australia

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global drinkable 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:

Company Information

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

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