

Dry Yogurt Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Organic, Conventional), By Product Type (Skimmed Dry Yogurt, Semi-skimmed Dry Yogurt, Whole Dry Yogurt), By End Use (Household, HoReCa, Food and Beverage, Others), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Specialty Stores, Online, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Dry Yogurt Market was valued at USD 688.2 Million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.3% through 2028. Dry yogurt is a powdered form of yogurt that is made by removing the moisture from regular yogurt. It is a versatile ingredient that can be used in a variety of food and beverage products, such as baked goods, smoothies, and dips. Dry yogurt is also a good source of protein, calcium, and other nutrients.

The global dry yogurt market has witnessed remarkable growth in recent years, driven by changing consumer preferences, increasing health consciousness, and the convenience offered by dry yogurt products. This summary provides a comprehensive overview of the dry yogurt market, including its market size, growth drivers, key players, and future trends. As consumers become more health-conscious, they are seeking healthier snack options. Dry yogurt, with its low-fat content, probiotic benefits, and high protein content, fits this trend perfectly. Dry yogurt products, such as yogurt powder and yogurt-covered snacks, offer convenience to consumers who want the taste and benefits of yogurt without the need for refrigeration. This makes them suitable for on-the-

go consumption. Manufacturers are constantly innovating to offer a wide range of flavors and variants to cater to diverse consumer tastes. This has expanded the market's appeal and customer base.

As the demand for plant-based foods increases, manufacturers are developing dry yogurt products made from non-dairy sources such as almond, soy, and coconut. This caters to vegans and individuals with lactose intolerance. Manufacturers are incorporating functional ingredients such as probiotics, prebiotics, and vitamins into dry yogurt products to enhance their health benefits. These products target specific health concerns and conditions. Environmental concerns are pushing companies to adopt sustainable practices in their packaging and sourcing of ingredients. Eco-friendly packaging and ethical sourcing are becoming important selling points.

Key Market Drivers

Health and Wellness Trends

Health and wellness trends have emerged as a dominant driver in the dry yogurt market. Consumers are increasingly prioritizing healthier food options, and dry yogurt has positioned itself as a nutritious snack that aligns with these evolving preferences.

One of the key factors contributing to the growth of the dry yogurt market in this context is its nutritional profile. Dry yogurt is rich in protein, probiotics, and other essential nutrients. It offers a healthier alternative to traditional snacks that are often high in sugar, salt, and unhealthy fats. The high protein content in dry yogurt makes it particularly appealing to consumers who are focused on muscle recovery, weight management, and overall well-being.

Probiotics, which are live beneficial bacteria found in yogurt, are another significant driver within the health and wellness trend. These live cultures support digestive health and boost the immune system. Consumers are increasingly seeking products that promote gut health, and dry yogurt, whether in powder form or as yogurt-covered snacks, is a convenient way to incorporate probiotics into their diet.

Moreover, dry yogurt is often lower in fat compared to many other snacks, which resonates with individuals who are conscious of their fat intake. As obesity rates continue to rise globally, the demand for healthier snack alternatives like dry yogurt is expected to persist.

The perception of dry yogurt as a health-conscious choice is further bolstered by its versatility. It can be incorporated into a variety of dishes and recipes, making it a staple for fitness enthusiasts and health-conscious consumers looking to diversify their diet while maintaining their nutritional goals.

In conclusion, the health and wellness trend is a powerful driver behind the growth of the dry yogurt market. The nutritional benefits, including high protein content and probiotics, make dry yogurt an attractive option for consumers seeking healthier snack choices. As health consciousness continues to rise, the market is likely to see sustained growth in this segment.

Convenience and On-the-Go Consumption

Convenience is a driving force behind the success of the dry yogurt market. In today's fast-paced lifestyle, consumers are seeking convenient snack options that fit seamlessly into their daily routines, and dry yogurt products have proven to be a perfect solution.

The primary convenience factor associated with dry yogurt is its portability. Unlike traditional yogurt, which requires refrigeration, dry yogurt products, such as yogurt powder and yogurt-covered snacks, do not need to be kept cold. This means consumers can easily carry them in their bags, backpacks, or even pockets, making them suitable for on-the-go consumption. Whether it's a quick energy boost during a busy workday or a snack for a hike or road trip, dry yogurt's convenience appeals to a wide range of consumers.

Furthermore, the long shelf life of dry yogurt products contributes to their convenience factor. These products can be stored for extended periods without the risk of spoilage, reducing food wastage and providing consumers with flexibility in their consumption.

The convenience factor is particularly important in urban environments where individuals often have limited access to refrigeration throughout the day. College students, office workers, and travelers, in particular, have embraced dry yogurt products as a practical snack option.

Another aspect of convenience is the ease of preparation. Yogurt powder can be quickly reconstituted by adding water, making it a hassle-free choice for those looking to enjoy a creamy yogurt without the need for a refrigerator. This simplicity of preparation also extends to culinary applications, as dry yogurt can be used as a versatile ingredient in various recipes, from smoothies to baking. The on-the-go trend is expected to persist as

busy lifestyles continue to be the norm. This bodes well for the dry yogurt market, as its convenience-driven products are likely to remain in high demand.

In summary, convenience is a major driver of the dry yogurt market. The portability, long shelf life, and ease of preparation make dry yogurt products an attractive option for consumers seeking convenient and on-the-go snack choices. As modern lifestyles prioritize convenience, the market is well-positioned to cater to these needs.

Flavor Innovation

Flavor innovation and the ability to cater to diverse consumer preferences have played a crucial role in driving the growth of the dry yogurt market. Manufacturers have recognized the importance of offering a wide range of flavors and variants to captivate consumers and meet their evolving tastes. One of the strengths of dry yogurt products is their adaptability to various flavor profiles. Manufacturers have embraced this flexibility by introducing an extensive array of flavors, from classic options like vanilla and strawberry to more exotic choices such as matcha green tea and mango-pineapple fusion. This diversity in flavors ensures that there is something for everyone in the market, appealing to both traditional and adventurous consumers.

Flavor innovation extends beyond the core yogurt product itself. Yogurt-covered snacks, for example, come in an assortment of flavors, including savory options like cheddar cheese and spicy jalapeño. This expansion into different taste categories broadens the appeal of dry yogurt to a wider audience. Consumer preferences for healthier, more natural flavors have also influenced product development. Many manufacturers are moving away from artificial additives and flavors, opting for natural fruit extracts and ingredients. This aligns with the clean label movement, where consumers seek products with fewer synthetic additives and chemicals.

Personalization is another aspect of flavor innovation that has gained traction. Some companies offer customizable dry yogurt products, allowing consumers to create their unique blends by selecting their preferred flavors and toppings. This level of customization resonates with consumers who value individuality and tailor-made experiences. Moreover, the fusion of flavors from different cultures has become a trend in the dry yogurt market. Products that blend traditional yogurt flavors with global tastes, such as Greek yogurt with honey and baklava-inspired yogurt-covered snacks, are gaining popularity.

In conclusion, flavor innovation and the ability to cater to diverse consumer preferences

are driving forces in the dry yogurt market. The wide range of flavors and variants, combined with personalization options and the use of natural ingredients, make dry yogurt products appealing to a broad spectrum of consumers. As taste preferences continue to evolve, flavor innovation will remain a critical driver of market growth.

Key Market Challenges

Intense Competition

One of the primary challenges facing the dry yogurt market is intense competition. As the market continues to grow, new entrants and existing players are vying for market share, resulting in a crowded and competitive landscape.

Existing established brands, such as Nestlé, General Mills, Chobani, Danone, and Kellogg's, dominate the market with their extensive product offerings and strong brand recognition. These brands have well-established distribution networks and marketing strategies that make it challenging for newcomers to break into the market.

Moreover, smaller, niche brands are also entering the market, specializing in unique flavors, premium ingredients, or catering to specific dietary preferences like vegan or gluten-free. While these brands bring innovation, they face the challenge of standing out in a highly competitive environment.

To remain competitive, manufacturers must continually innovate, offer distinct products, and invest in effective marketing strategies. This competition drives innovation and benefits consumers by providing a wider range of choices.

Regulatory Scrutiny

The dry yogurt market faces increasing scrutiny from regulatory authorities, particularly concerning health claims and labeling. As consumers increasingly turn to dry yogurt products for their perceived health benefits, manufacturers are keen to make health-related claims to attract consumers. However, ensuring compliance with regulations while making accurate claims is a complex challenge.

Health claims on food products are subject to strict regulations and must be supported by scientific evidence. Claims related to the health benefits of probiotics, digestive health, or nutritional content must meet specific criteria set by regulatory bodies, such as the U.S. Food and Drug Administration (FDA) or the European Food Safety Authority

(EFSA).

Non-compliance with these regulations can result in fines, recalls, or damage to a brand's reputation. Achieving a balance between promoting the health benefits of dry yogurt products and adhering to regulatory requirements is a persistent challenge that manufacturers must navigate.

Ingredient Sourcing and Quality Assurance

Ensuring a consistent supply of high-quality ingredients is a challenge faced by the dry yogurt market. Ingredients such as milk solids, yogurt cultures, and flavorings must meet strict quality standards to maintain product consistency and safety.

Global supply chains are susceptible to disruptions, including natural disasters, supply shortages, and geopolitical issues. These disruptions can impact ingredient availability and pricing, potentially leading to production delays and increased costs for manufacturers.

Furthermore, the quality of ingredients can vary, affecting the taste and overall quality of the final product. Manufacturers must establish rigorous quality control processes and work closely with suppliers to maintain the desired product attributes consistently.

Additionally, ingredient sourcing aligning with ethical and sustainable practices is becoming increasingly important to consumers. Manufacturers must address concerns about issues like animal welfare, fair labor practices, and sustainable agriculture, which can pose additional challenges in ingredient procurement.

Key Market Trends

Increasing Demand for Plant-Based Dry Yogurt

Plant-based products have been gaining momentum across the food industry, and the dry yogurt market is no exception. The trend toward plant-based dry yogurt is being driven by consumers who are adopting vegan and dairy-free diets for health, environmental, and ethical reasons. Plant-based dry yogurt options are typically made from alternative ingredients like almond, soy, coconut, or oat. These products aim to replicate the taste and texture of traditional dairy yogurt while catering to consumers with lactose intolerance, dairy allergies, or those who simply prefer plant-based alternatives.

The emergence of plant-based dry yogurt presents opportunities for both established manufacturers and new entrants to tap into this growing market segment. To stay competitive, companies need to focus on developing flavors, textures, and nutritional profiles that can rival traditional dairy-based dry yogurt while ensuring sustainability in ingredient sourcing and ethical production practices.

Functional Ingredients

Consumers are increasingly seeking functional foods that offer additional health benefits beyond basic nutrition. In response, manufacturers in the dry yogurt market are incorporating functional ingredients to enhance the health profile of their products. Probiotics and prebiotics, which support gut health and digestion, are among the most prominent functional ingredients found in dry yogurt. These ingredients align with the growing awareness of the gut-brain connection and the importance of a healthy microbiome.

In addition to digestive health, manufacturers are infusing dry yogurt products with vitamins, minerals, and antioxidants to target specific health concerns. For example, products enriched with collagen promote skin health, while those containing B-vitamins may enhance energy levels and metabolism. These functional ingredients not only offer health benefits but also serve as marketing tools to attract health-conscious consumers. As this trend continues to gain momentum, manufacturers must invest in research and development to identify and incorporate the most relevant functional ingredients into their dry yogurt products.

Online Retailing

The rise of e-commerce has transformed the way consumers shop for food products, including dry yogurt. Online retailing has opened up new distribution channels for manufacturers and expanded their reach to consumers worldwide.

Online platforms allow consumers to explore a wider variety of dry yogurt products, including unique flavors, niche brands, and products that may not be readily available in local stores. This trend also facilitates direct-to-consumer sales, enabling manufacturers to build brand loyalty and gather valuable customer data.

To thrive in the online retail landscape, manufacturers must invest in robust e-commerce strategies, including user-friendly websites, digital marketing, and efficient

logistics and delivery systems. Additionally, they should leverage online consumer reviews and feedback to improve their products and meet the evolving preferences of online shoppers.

Segmental Insights

Application Insights

Based on the application, the leading segment in the dry yogurt market is the food and beverage segment in 2022. This segment is expected to account for a significant share of the market during the forecast period. The high demand for dry yogurt in the food industry is due to its versatility and nutritional value. Dry yogurt can be used in a wide range of food products, such as baked goods, smoothies, and dips. It is also a good source of protein, calcium, and other nutrients. Dry yogurt can be used in a variety of baked goods, such as breads, cakes, and cookies. It adds moisture, tenderness, and nutrient value to baked goods. Dry yogurt can be added to smoothies to increase their protein content and creaminess. Dry yogurt can be used to make a variety of dips and dressings, such as ranch dressing, hummus, and tzatziki. It adds flavor, creaminess, and nutrient value to dips and dressings. Overall, the dry yogurt market in the food industry is expected to witness significant growth in the coming years, driven by the increasing demand for nutritious and convenient food products.

Regional Insights

Europe dominated the global dry yogurt market in terms of revenue share in 2022. The regional market is expected to witness growth owing to increasing demand for dairy products with reduced sugar and fat content. Moreover, rising health awareness among consumers is anticipated to fuel product demand over the forecast period. Asia Pacific is projected to be one of the fastest-growing regional markets from 2022 to 2030 on account of a growing population, changing food preferences, and rising disposable income levels across countries such as China and India.

Key Market Players

Glanbia Nutritionals

Armor Proteins

Epi Ingredients

Almil AG

Kerry Inc.

Ace International LLP

Bluegrass Dairy & Food, Inc.

PreGel America, Inc.

C.P. Ingredients Ltd.

Prolactal GmbH

Report Scope:

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

Dry Yogurt Market, By Type:

Organic

Conventional

Dry Yogurt Market, By Product Type:

Skimmed Dry Yogurt

Semi-skimmed Dry Yogurt

Whole Dry Yogurt

Dry Yogurt Market, By End Use:

Household

HoReCa

Food and Beverage

Others

Dry Yogurt Market, By Distribution Channel:

Hypermarkets/Supermarkets

Convenience Stores

Specialty Stores

Online

Others

Dry Yogurt Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

Competitive Landscape

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

Available Customizations:

Dry Yogurt Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Organic...

Global Dry Yogurt market report with the given market data, Tech Sci 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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14.1.4. Almil AG

- 14.1.4.1. Company Details
- 14.1.4.2. Products & Services
- 14.1.4.3. Financials (As Per Availability)
- 14.1.4.4. Key Market Focus & Geographical Presence
- 14.1.4.5. Recent Developments
- 14.1.4.6. Key Management Personnel

14.1.5. Kerry Inc.

- 14.1.5.1. Company Details
- 14.1.5.2. Products & Services
- 14.1.5.3. Financials (As Per Availability)
- 14.1.5.4. Key Market Focus & Geographical Presence
- 14.1.5.5. Recent Developments
- 14.1.5.6. Key Management Personnel
- 14.1.6. Ace International LLP
 - 14.1.6.1. Company Details
 - 14.1.6.2. Products & Services
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Key Market Focus & Geographical Presence
 - 14.1.6.5. Recent Developments
 - 14.1.6.6. Key Management Personnel
- 14.1.7. Bluegrass Dairy & Food, Inc.
 - 14.1.7.1. Company Details
 - 14.1.7.2. Products & Services
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Key Market Focus & Geographical Presence
 - 14.1.7.5. Recent Developments
 - 14.1.7.6. Key Management Personnel
- 14.1.8. PreGel America, Inc.
 - 14.1.8.1. Company Details
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 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Key Market Focus & Geographical Presence
 - 14.1.8.5. Recent Developments
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- 14.1.9. C.P. Ingredients Ltd.
 - 14.1.9.1. Company Details
 - 14.1.9.2. Products & Services
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Key Market Focus & Geographical Presence
 - 14.1.9.5. Recent Developments
 - 14.1.9.6. Key Management Personnel
- 14.1.10. Prolactal GmbH
 - 14.1.10.1. Company Details
 - 14.1.10.2. Products & Services
 - 14.1.10.3. Financials (As Per Availability)
 - 14.1.10.4. Key Market Focus & Geographical Presence

14.1.10.5. Recent Developments

14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS

15.1. Key Focus Areas

15.2. Target Type

15.3. Target Distribution Channel

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