

# **Greek Yogurt Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Flavor (Unflavored, Vanilla, Strawberry, Blueberry, Raspberry, Blends, Others), By Category (Organic, Conventional), By Distribution Channel (Supermarket/HyperMarket Convenience Store/Grocery Store, Online, Others), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/G4CC0070C0E1EN.html>

Date: May 2026

Pages: 182

Price: US\$ 4,500.00 (Single User License)

ID: G4CC0070C0E1EN

## **Abstracts**

The Global Greek yogurt market is anticipated to expand from USD 18.13 billion in 2025 to USD 29.32 billion by 2031, reflecting a compound annual growth rate (CAGR) of 8.34%. Known for its thick consistency, elevated protein levels, and distinctively tart taste due to whey removal, this strained fermented dairy item is gaining widespread popularity. Market growth is primarily fueled by rising consumer consciousness around health and wellness, coupled with a surging need for high-protein foods that cater to diverse diets and active routines. Additionally, the product's adaptability in cooking, ranging from morning meals to savory recipes, plays a major role in broadening its consumer appeal.

A key obstacle that could hinder market growth is the higher cost of Greek yogurt relative to conventional options, largely stemming from a more complex manufacturing process and increased raw material needs. Nevertheless, the industry continues to flourish, as demonstrated by notable regional achievements; for example, tovima.com reported that Greek yogurt exports originating from Greece surged by 40.7% in the first five months of 2025. This impressive performance underscores the strong global demand for the product, even while producers deal with ongoing cost challenges and

intricate supply chain issues.

## **Market Driver**

Rising nutritional awareness and a growing focus on health among buyers serve as major catalysts for the global Greek yogurt market. Shoppers are increasingly looking for foods that provide clear health advantages, especially high-protein items that aid in weight management, enhance fullness, and fuel active routines. This strong consumer interest in protein directly boosts the appeal of Greek yogurt, which naturally contains more protein than standard yogurt varieties. A January 2026 report by CoBank's Knowledge Exchange revealed that seven out of ten American consumers desired higher protein in their diets during 2025, highlighting the industry's shift toward nutrient-rich choices.

In addition to its protein advantages, the increasing attention given to digestive health and probiotics is substantially accelerating market growth. Buyers are becoming more aware of how probiotics improve gut health and general wellness, establishing Greek yogurt as a highly functional food choice. The IFF Dairy Trends Report 2026, released in November 2025, noted that about 56 percent of Chinese consumers view yogurt as beneficial for gut health, demonstrating a solid recognition of its practical benefits. This health-driven mindset, paired with continuous innovations in formats and flavors, continues to drive industry expansion. Farm Progress noted in June 2025 that U.S. yogurt manufacturing increased by 6.7% during the initial four months of 2025, showcasing strong momentum within the wider yogurt sector.

## **Market Challenge**

A major hurdle restricting the growth of the global Greek yogurt market is its higher price point when contrasted with standard yogurt options. These increased costs directly slow market expansion by reducing accessibility for a wide range of buyers, especially those in budget-conscious regions or facing economic difficulties. As a result, some shoppers might choose cheaper, traditional dairy alternatives, which ultimately restricts the broader market reach and adoption of Greek yogurt.

This premium pricing stems mainly from a more labor-intensive manufacturing process and greater raw material needs. Specifically, the distinct straining techniques required to produce Greek yogurt necessitate a significantly larger amount of milk per final unit. The USDA National Agricultural Statistics Service reported a 31% fluctuation in milk prices paid to farmers between 2024 and 2025, significantly impacting raw material expenses

for dairy manufacturers. This instability in production costs leads to increased retail prices for Greek yogurt, which can discourage potential customers, limit sales volumes, and ultimately obstruct the market's overall expansion.

## **Market Trends**

The Greek yogurt market is heavily shaped by the rising popularity of plant-based substitutes, marking a significant transition in buyer habits away from conventional dairy. This movement is motivated by dietary limitations like lactose intolerance, ethical concerns about animal welfare, and an increasing focus on environmental sustainability. Producers are actively developing new formulas using plant-derived ingredients such as coconut, oat, and almond to mimic the signature thick consistency and tart flavor of traditional Greek yogurt. Highlighting this segment's growth and its influence on the wider industry, an April 2026 report by The Good Food Institute titled "Plant-based retail market overview" revealed that plant-based yogurt experienced a 7 percent increase in dollar sales during 2025.

A further critical trend influencing the global Greek yogurt industry is the surging desire for organic and clean-label goods. Shoppers are paying closer attention to ingredient panels, showing a strong preference for items made with simple, familiar, and natural elements rather than artificial preservatives or additives. This demand for naturalness and transparency serves as a primary motivator for health-aware buyers. Securing organic certification provides reliable proof of ethical sourcing and high quality, encompassing both the ingredients and the complete manufacturing process. Reflecting a robust consumer appetite for these products, organic yogurt sales expanded by 16.6% in 2025, as stated in a March 2026 report titled "U.S. Organic Marketplace Achieved Significant Growth in 2025" from the Organic Trade Association, shared via Morning Ag Clips.

## **Key Market Players**

Chobani LLC

Danone S.A.

Nestle S.A.

Stonyfield Farm Inc.

FAGE International S.A

General Mills, Inc.

Byrne Hallow Farm, Inc.

Jalna Dairy Foods Pty. Ltd.

Erhmann AG

Sun Valley Dairy Co.

## Report Scope

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

### Greek Yogurt Market, By Flavor

Unflavored

Vanilla

Strawberry

Blueberry

Raspberry

Blends

Others

### Greek Yogurt Market, By Category

Organic

Conventional

## Greek Yogurt Market, By Distribution Channel

Supermarket/Hypermarket

Convenience Store/Grocery Store

Online

Others

## Greek 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

## **Competitive Landscape**

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

## **Available Customizations:**

Global Greek Yogurt Market report 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).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL GREEK YOGURT MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Flavor (Unflavored, Vanilla, Strawberry, Blueberry, Raspberry, Blends, Others)
  - 5.2.2. By Category (Organic, Conventional)
  - 5.2.3. By Distribution Channel (Supermarket/Hypermarket, Convenience

Store/Grocery Store, Online, Others)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

## **6. NORTH AMERICA GREEK YOGURT MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Flavor

6.2.2. By Category

6.2.3. By Distribution Channel

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Greek Yogurt Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Flavor

6.3.1.2.2. By Category

6.3.1.2.3. By Distribution Channel

6.3.2. Canada Greek Yogurt Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Flavor

6.3.2.2.2. By Category

6.3.2.2.3. By Distribution Channel

6.3.3. Mexico Greek Yogurt Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Flavor

6.3.3.2.2. By Category

6.3.3.2.3. By Distribution Channel

## **7. EUROPE GREEK YOGURT MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Flavor
  - 7.2.2. By Category
  - 7.2.3. By Distribution Channel
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Greek Yogurt Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Flavor
      - 7.3.1.2.2. By Category
      - 7.3.1.2.3. By Distribution Channel
  - 7.3.2. France Greek Yogurt Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Flavor
      - 7.3.2.2.2. By Category
      - 7.3.2.2.3. By Distribution Channel
  - 7.3.3. United Kingdom Greek Yogurt Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Flavor
      - 7.3.3.2.2. By Category
      - 7.3.3.2.3. By Distribution Channel
  - 7.3.4. Italy Greek Yogurt Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Flavor
      - 7.3.4.2.2. By Category
      - 7.3.4.2.3. By Distribution Channel
  - 7.3.5. Spain Greek Yogurt Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value

- 7.3.5.2. Market Share & Forecast
  - 7.3.5.2.1. By Flavor
  - 7.3.5.2.2. By Category
  - 7.3.5.2.3. By Distribution Channel

## **8. ASIA PACIFIC GREEK YOGURT MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Flavor
  - 8.2.2. By Category
  - 8.2.3. By Distribution Channel
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Greek Yogurt Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Flavor
      - 8.3.1.2.2. By Category
      - 8.3.1.2.3. By Distribution Channel
  - 8.3.2. India Greek Yogurt Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Flavor
      - 8.3.2.2.2. By Category
      - 8.3.2.2.3. By Distribution Channel
  - 8.3.3. Japan Greek Yogurt Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Flavor
      - 8.3.3.2.2. By Category
      - 8.3.3.2.3. By Distribution Channel
  - 8.3.4. South Korea Greek Yogurt Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value

- 8.3.4.2. Market Share & Forecast
  - 8.3.4.2.1. By Flavor
  - 8.3.4.2.2. By Category
  - 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Greek Yogurt Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Flavor
    - 8.3.5.2.2. By Category
    - 8.3.5.2.3. By Distribution Channel

## **9. MIDDLE EAST & AFRICA GREEK YOGURT MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Flavor
  - 9.2.2. By Category
  - 9.2.3. By Distribution Channel
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Greek Yogurt Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Flavor
      - 9.3.1.2.2. By Category
      - 9.3.1.2.3. By Distribution Channel
  - 9.3.2. UAE Greek Yogurt Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Flavor
      - 9.3.2.2.2. By Category
      - 9.3.2.2.3. By Distribution Channel
  - 9.3.3. South Africa Greek Yogurt Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value

- 9.3.3.2. Market Share & Forecast
  - 9.3.3.2.1. By Flavor
  - 9.3.3.2.2. By Category
  - 9.3.3.2.3. By Distribution Channel

## **10. SOUTH AMERICA GREEK YOGURT MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Flavor
  - 10.2.2. By Category
  - 10.2.3. By Distribution Channel
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Greek Yogurt Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Flavor
      - 10.3.1.2.2. By Category
      - 10.3.1.2.3. By Distribution Channel
  - 10.3.2. Colombia Greek Yogurt Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Flavor
      - 10.3.2.2.2. By Category
      - 10.3.2.2.3. By Distribution Channel
  - 10.3.3. Argentina Greek Yogurt Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Flavor
      - 10.3.3.2.2. By Category
      - 10.3.3.2.3. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL GREEK YOGURT MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Chobani LLC
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel
  - 15.1.5. SWOT Analysis
- 15.2. Danone S.A.
- 15.3. Nestle S.A.
- 15.4. Stonyfield Farm Inc.
- 15.5. FAGE International S.A
- 15.6. General Mills, Inc.
- 15.7. Byrne Hallow Farm, Inc.
- 15.8. Jalna Dairy Foods Pty. Ltd.
- 15.9. Erhmann AG
- 15.10. Sun Valley Dairy Co.

## **16. STRATEGIC RECOMMENDATIONS**

## 17. ABOUT US & DISCLAIMER

## I would like to order

Product name: Greek Yogurt Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Flavor (Unflavored, Vanilla, Strawberry, Blueberry, Raspberry, Blends, Others), By Category (Organic, Conventional), By Distribution Channel (Supermarket/HyperMarket Convenience Store/Grocery Store, Online, Others), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/G4CC0070C0E1EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G4CC0070C0E1EN.html>