

MARKET NEWSLETTER

Yoghurts and ultra-fresh desserts

OCT 2023



YOUR MARKETS IN FIGURES

Discover the health of your markets in figures as well as the estimated projections.

P.1

[Go](#)

LAUNCHES IN MORE DETAIL

Find the detail of the launches of yoghurts & ultra-fresh desserts in Europe.

P.2

[Go](#)

THE FLAVORS OF THE MARKET

What are the top flavors of yoghurts and ultra-fresh desserts in Europe in SI?

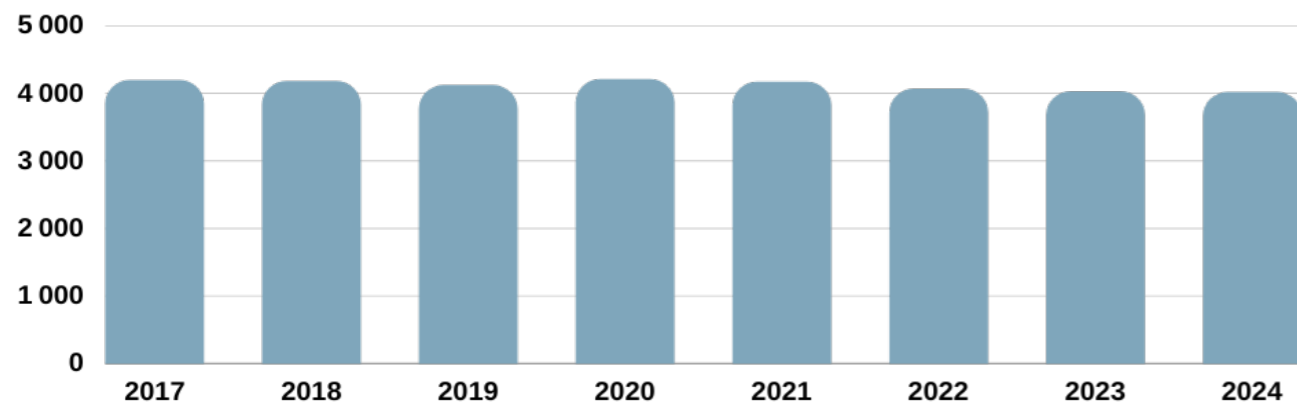
P.4

[Go](#)

YOUR MARKETS IN FIGURES

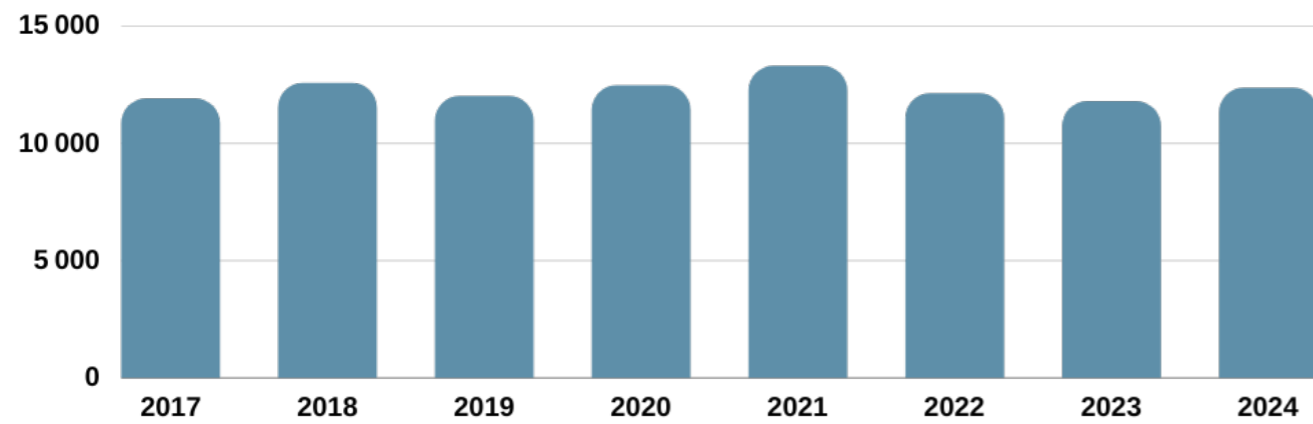
Retail markets by volume (in millions of liters)

	2017	2018	2019	2020	2021	2022	2023	2024
France	1 044	1 021	994	998	960	927	911	898
Germany	1 099	1 086	1 065	1 092	1 093	1 023	994	975
Europe*	4 187	4 174	4 113	4 203	4 164	4 060	4 021	4 010
World**	18 916	19 812	20 362	20 845	21 830	22 508	23 228	23 982



Retail markets by volume (in millions of \$US)

	2017	2018	2019	2020	2021	2022	2023	2024
France	2 569	2 747	2 608	2 782	2 983	2 788	2 785	2 923
Germany	2 639	2 774	2 687	2 761	2 901	2 558	2 437	2 524
Europe*	11 881	12 548	11 995	12 448	13 277	12 107	11 763	12 342
World**	51 632	54 522	55 139	57 107	62 282	61 604	62 130	68 232



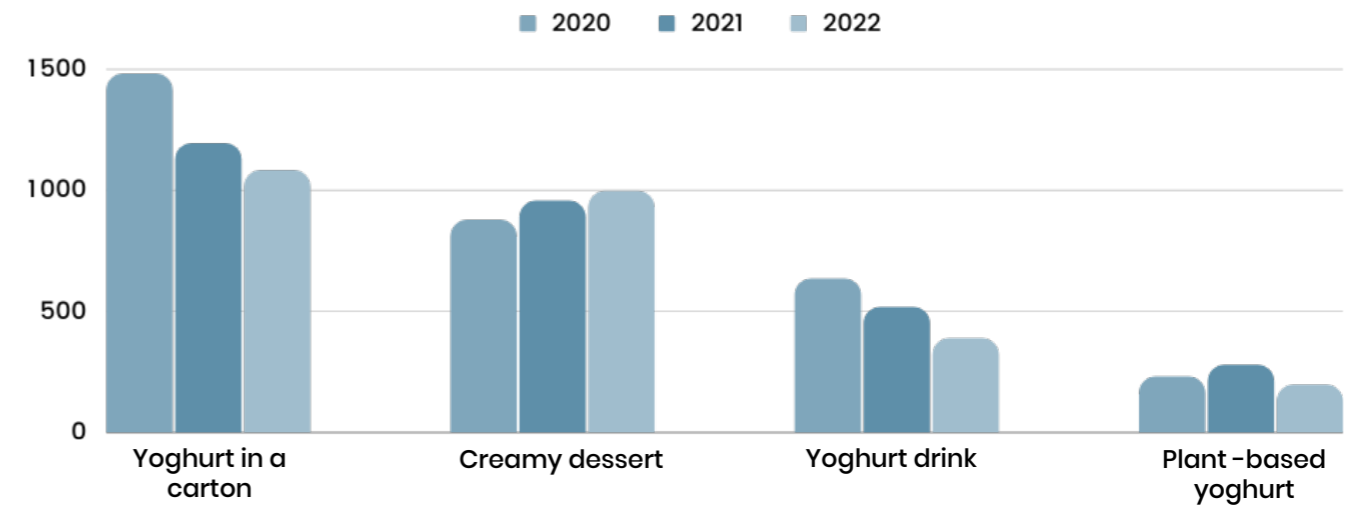
*Europe is statistically analyzed over 5 countries of reference (France, Germany, UK, Italy, Spain)

** the World is statistically analyzed for 16 countries of reference in 5 continents (list of countries on request from request to marketing@metarom.fr)

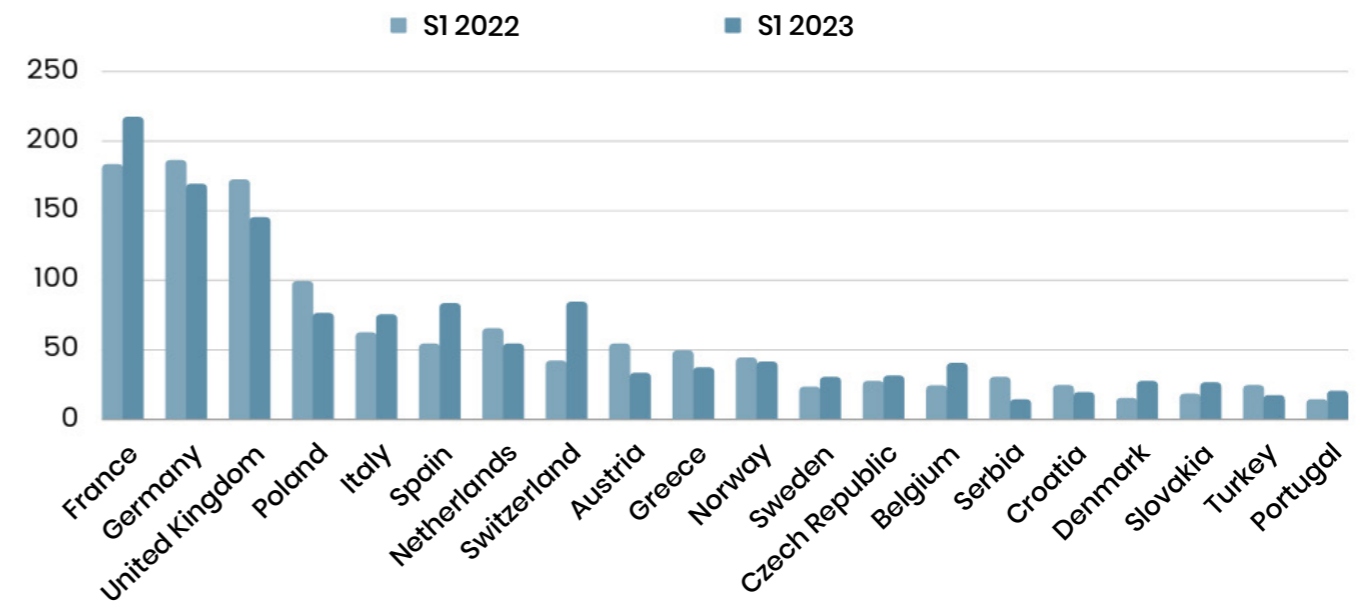
Source : Mintel Market Size 2023. Depending on the country and the year, some data are forecasts

LAUNCHES IN MORE DETAIL

The launches of ultra-fresh yoghurts and desserts in Europe between 2020 and 2022
Dynamics by category (10 022 products launched)

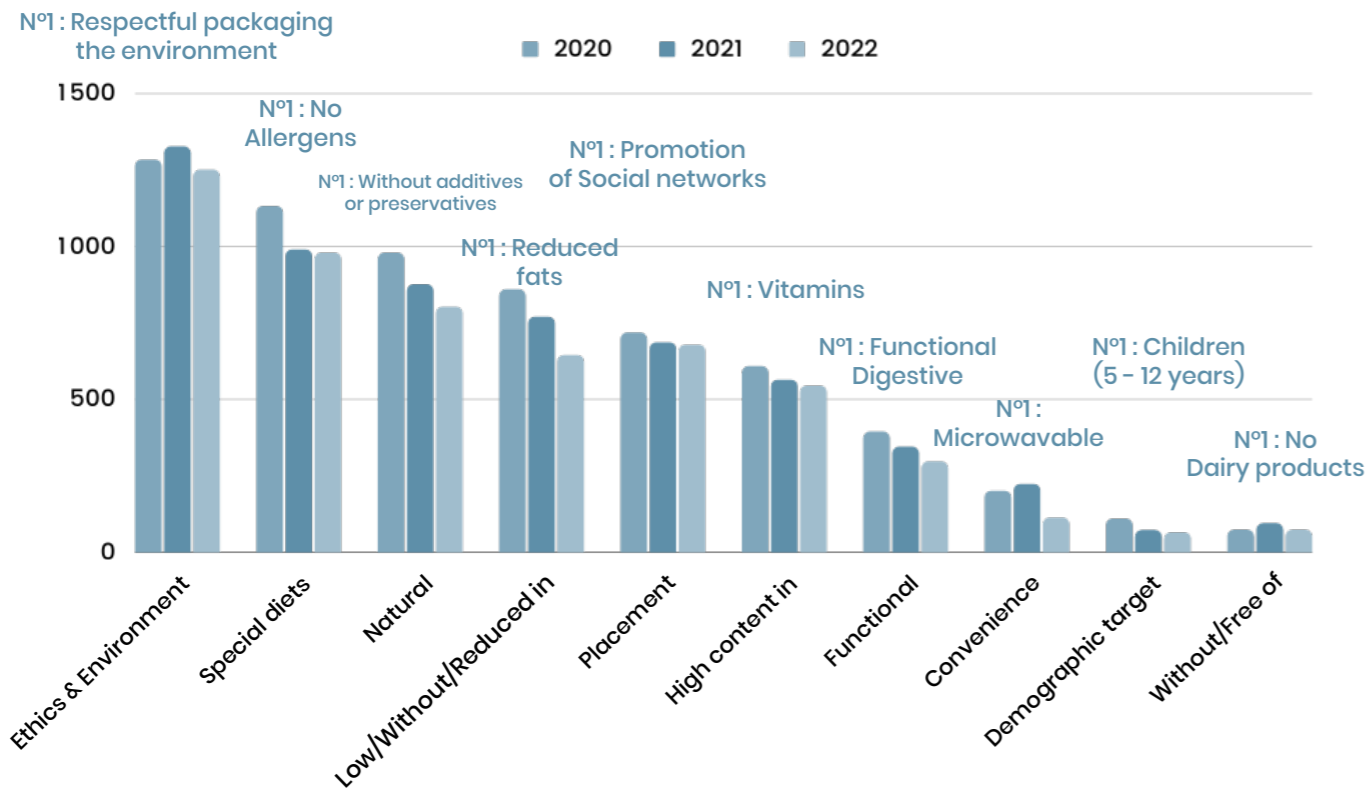


The launches of ultra-fresh yoghurts and desserts in Europe in S1 2022 and 2023
Dynamics per country (8 825 products)



The evolution of marketing claims in launches of yoghurts and ultra-fresh desserts in Europe

Dynamics by claim category (8825 products launched)



THE FLAVORS OF THE MARKET

Top 5 flavors of yoghurts & ultra-fresh desserts launched in Europe (Accumulated average 2021 to 2023)

TOP 5

Yoghurts in pots/drinkable/plant-based

- Chocolate
- Vanilla
- Strawberry
- Caramel
- Hazelnut

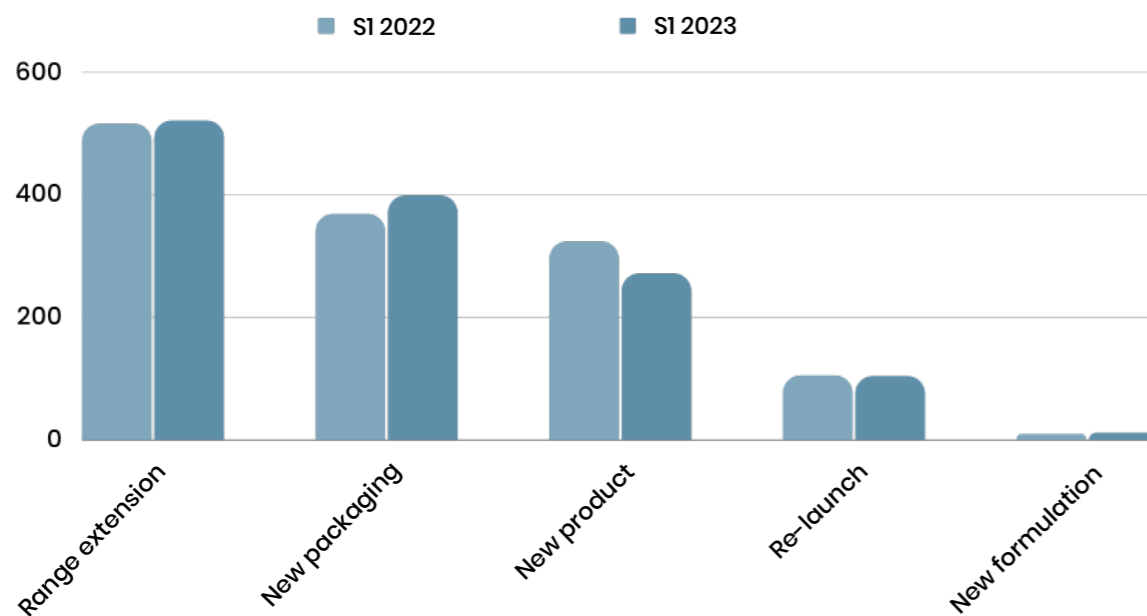
Ultra-fresh individual desserts

- Chocolate
- Vanilla
- Cheesecake
- Tiramisu
- Caramel

Flavor gaining popularity in 2023: **Apple**

The types of launches of ultra-fresh yoghurts and desserts in S1 2022 and 2023

Europe (2 891 products)



The train of indulgence

Launches of dairy products **which are rich in protein** have grown significantly in recent years. Overall innovation in yoghurts has decreased in 2023. France is now one of the European countries accounting for 18% of launches and 10% of global launches in the protein yoghurt sector. Once again this year, the number of new yogurts launched in France is on the rise.

In France, consumers are more concerned with **sugar reduction** (47%) or **fat reduction** (35%) and **local products** (35%) than with **protein-rich dairy products** (17%). Yogurt brands want to encourage and educate young people to consume a healthy amount of protein in their dairy products.

The three key areas of focus in the dairy sector are **engaging claims** on packaging, **high protein content** and finally **evolving health and nutritional benefits**.

Source : Mintel trends

Had you identified them?



Company : Müller Dairy
Brand : Müller Rice Plant Based
August 2023 – United Kingdom

Coconut milk rice dessert, with vanilla sauce



Company : Megmilk Snow Brand
Brand : Yukijirushi Megmilk Kaoru
January 2023 – Japan

Yogurt with honey, served with a lemon and mint flavored capsule



Company : I Am Company
Brand : Yog'n Oats
February 2023 – Australia

High-fiber, high-protein yogurt flavored with blueberry and coconut, with real fruit pieces

Fiber-rich launches



Company : Danone
Brand : Danone Activia Fibras & Cereals
October 2022 – Portugal

Yoghurt with oat flakes, flavored with apple and cinnamon



Company : Ying Chun Le Food
Brand : Su Xue
August 2023 – China

Yoghurt drink with highly reduced sugar content



Company : Danone
Brand : Activia Fibre
August 2023 – United Kingdom

Yogurt containing the recommended daily intake of fiber



Company : Danone
Brand : Vitalinea Triple Cero%
August 2023 – Mexico

Green apple flavored yoghurt



Company : Dongwon F&B
Brand : Denmark
July 2023 – South Korea

Berry-flavored yogurt drink



Company : Delta Trofima / Delta Foods
Brand : Delta Vitaline
July 2023 – Greece

Yogurt with low fat, lactose and allergens, also contains added fiber



Our flavoring solutions



cardamom flavored creamy dessert



Raspberry flavored yoghurt



strawberry/ rhubarb flavored yoghurt



Blackberry flavored vegetable-based oat drink, with Acti'mask



Pecan nut plant-based oat flavored drink with Acti'boost sweet



Almond plant-based drink, with Acti'Mask



We have developed a natural range of **masking flavoring solutions** dedicated to plant-based desserts.

[Consult our expert!](#)

Need help **defining your ideal** dairy profile?

[Download our tool!](#)



The references

Flavors	Reference
Cardamom (NXF)	PE 17 285
Raspberry (NF)	PE 16 722
Strawberry (NXF) Rhubarb (NF)	PE 17 262 PE 16 562
Blackberry (NXF) Acti'mask (NF)	PE 17 646 PEP 0082
Pecan nut (NF) Acti'boost sweet (NF)	PE 17 184 PE 17 290
Acti'mask (NF)	PEE 0039



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