

North America Yogurt - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The North America Yogurt Market size is estimated at USD 15.66 billion in 2024, and is expected to reach USD 18.20 billion by 2029, growing at a CAGR of 3.05% during the forecast period (2024-2029).

Availability of yogurt in different flavors is increasing the market growth

- The North American distribution channel witnessed a growth of 1.38% in 2022 compared to 2021. The growth is attributed to the availability of a wide range of flavors in the yogurt segment. Retailers also offer a wide variety of brands under the yogurt section. In 2021, in the United States, strawberry-flavored yogurt was preferred by 8% of the population, followed by vanilla and blueberry (both 4%), peach (3%), and mango (2%). Due to the demand for distribution channels in the North American region, this industry is expected to rise by 5.08% in 2025.

- Supermarkets and hypermarkets have larger spaces and shelves to store their products. As a result, under the off-trade retailing modes, supermarkets and hypermarkets dominate the country's overall distribution channel by holding a share of 75.35%. Some of these supermarkets and hypermarkets nationwide are Walmart, Target, Kroger, Amazon, Costco Wholesale Corporation, Albertsons Cos., Ahold Delhaize USA, and Publix Super Markets Inc., among others. These retailers are providing dairy products at varied prices (low, medium, and high). The base selling price of yogurt in the United States is USD 4.97 to as high as USD 85.

- In North America, consumers majorly prefer out-house consumption. In 2022, it was observed that 23.1 million individuals were consuming food outside at least once a week in the United States. The total number of restaurants in the corresponding country was estimated at 1.05 million in 2020. As a result, on-trade retailing modes have gained popularity in the last five years in North America. In this region, under the on-trade retailing mode, the yogurt segment held a share of 86.93% when compared with other dairy products in 2022.

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The United States accounted for the highest sales of Yogurt in the region

- By country, the United States is the leading market for yogurt in the region, and it is anticipated to increase its sales value by 8.2% in 2024 compared to 2021. Constant product launches are one of the major factors promoting the sales of yogurts in the country because American consumers are highly open to trying new products. As of 2021, the yogurt launches increased to 7%, up from 2% the year before.

- Among the overall yogurt segment, flavored yogurt holds the maximum share in the region. Flavored yogurt is nutrient dense and provides various nutritional benefits. Most flavored yogurts are around 170 calories and contain 5-7 grams of protein. Flavored Greek yogurt contains around 120 calories and 12 grams of protein per 5.3 oz serving. There are various types of flavored yogurt, including vanilla, plain, strawberry blend, and peach, among others. Strawberry has been the most preferred choice of flavored yogurt among consumers in the United States. As of 2022, in the United States, 27% of yogurt/yogurt drink consumers state that seeing a new flavor inspired them to buy it.

- Canada is the second-leading market for yogurt in the region. In the per capita consumption of yogurt, Canada topped the place. Fortified yogurt is one of Canada's most popular dairy products due to consumers' increased interest in ingredients such as probiotics. As of 2022, the per capita consumption of yogurt stands at about 11.96 kg per person, which is higher than the per capita consumption of yogurt in the United States. In Canada, a higher prevalence of yogurt consumption was noted among children aged 2-5 years, at 47%, followed by adults aged 19-54 years, at 18%.

North America Yogurt Market Trends

The growing popularity of healthier dairy alternatives drives yogurt consumption in North America

- Yogurt has gained popularity recently and is perceived as a healthy alternative to ice cream. The developments of new products and the increased consumer awareness of the health benefits associated with yogurt cultures and probiotics have led to a sharp increase in the per capita consumption of yogurt in North America during the last decades. Yogurt consumption in the region increased by 2% in 2021.

- Yogurt and smoothie products are regularly consumed by more than half of US consumers. Most US customers favor traditional dairy yogurt over low-fat or sugar-free varieties of similar yogurt products. Greek yogurt manufacturers have played a very important part in recent developments in meeting the demand for traditional Greek yogurt in the region.

- Many consumers aim to get sufficient daily protein in their diets, and yogurt is consumed as a nutritious, convenient option that typically contains more than 5 g of protein per single-serve container. About 45% of consumers usually consume yogurt products as their breakfast. Yogurt consumption is also prevalent at other times, wherein 32% of consumers eat it for lunch, followed by 32% for an afternoon snack, 25% for a late-morning snack, and 22% for a late-night snack.

- Typically, yogurt is marketed as a branded product. Yogurt is available in a wide range of flavors and can be had as a drink, a frozen good, or a dessert. Labels offer expanded nutrient information and often carry the Heart and Stroke Foundation health check symbol icon. Yogurt is often fortified with additional vitamins, minerals, and fiber. These attributes have enhanced the consumption of yogurt among consumers. For instance, as of 2021, 80.8% of consumers in the United States consumed flavored yogurt, owing to its significant nutritional benefits.

North America Yogurt Industry Overview

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The North America Yogurt Market is fragmented, with the top five companies occupying 38.65%. The major players in this market are Danone SA, FAGE USA Dairy Industry Inc., Groupe Lactalis SA, Schreiber Foods Inc. and The Hain Celestial Group Inc. (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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