

Yogurt - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Yogurt Market Analysis

Yogurt market size in 2026 is estimated at USD 116.47 billion, growing from 2025 value of USD 110.60 billion with 2031 projections showing USD 150.83 billion, growing at 5.31% CAGR over 2026-2031. The yogurt market continues to benefit from a proven link between clinically validated probiotic strains and measurable gut-health outcomes, encouraging premiumization and fostering steady category resilience. Manufacturers have adopted advanced fermentation technologies that keep beneficial bacteria alive through digestion, supporting functional-food positioning and sustaining consumer willingness to trade up. Strong disposable-income growth across emerging economies and rising interest in immune support further reinforce demand, while digital commerce accelerates product discovery and subscription-based replenishment. Expanding foodservice penetration-especially in cafes and convenience stores-broadens usage occasions, and technological breakthroughs in shelf-stable packaging extend reach into markets lacking cold-chain infrastructure.

Global Yogurt Market Trends and Insights

Growing Consumer Focus on Gut Health, Probiotics, and Immunity

Probiotic strains are redefining yogurt's role from a simple indulgence to a therapeutic nutrition option. Clinical studies have confirmed the effectiveness of specific bacterial cultures, such as *Lactobacillus acidophilus* and *Bifidobacterium lactis*, in enhancing immune function and digestive health. Research indicates that these strains can reduce the duration of respiratory

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infections by up to two days and strengthen gut barrier function, as reported by the National Center for Biotechnology Information. With this scientific backing, manufacturers can justify premium pricing for probiotic-enriched products while building consumer trust through proven health benefits. As global healthcare expenses rise, functional yogurt is gaining traction as a preventive nutrition that offers tangible wellness outcomes. Additionally, regulatory bodies are increasingly approving health claims for specific probiotic strains, providing a competitive advantage to companies that prioritize clinical research and strain innovation.

Development of Functional and Fortified Yogurts with Added Nutrients

Yogurt is being redefined as a wellness product, with manufacturers adding protein isolates, omega-3 fatty acids, vitamins, and minerals to address specific nutritional deficiencies in consumer diets. Advanced microencapsulation technologies now protect sensitive nutrients during fermentation and storage, ensuring the stable delivery of heat-sensitive compounds like probiotics and vitamins, as acknowledged by the Food and Drug Administration. Leveraging these advancements, single-serve yogurt products now provide 20-25 grams of protein along with a complete vitamin profile, directly competing with traditional supplements. This strategy is particularly effective in regions with identified nutritional deficiencies, positioning fortified yogurt as an accessible source of essential nutrients. Regulatory approval processes for fortification claims create entry barriers that benefit established manufacturers with expertise in regulatory compliance and clinical validation.

Volatile Prices and Irregular Supply of Milk

Milk price volatility compresses margins and disrupts supply chains, compelling manufacturers to implement dynamic pricing strategies while addressing consumer price sensitivity in competitive retail markets. USDA forecasts indicate that milk prices will remain between USD 22-24 per hundredweight through 2025, reflecting 15-20% volatility that directly affects yogurt production costs. Weather-related supply disruptions, increasing feed costs, and dairy herd consolidation result in inconsistent milk availability, complicating production planning and inventory management. Smaller yogurt producers face greater challenges due to limited bargaining power with dairy suppliers and reduced capacity to mitigate commodity price risks through financial instruments. Additionally, the geographic concentration of dairy production in specific regions increases susceptibility to localized supply disruptions, impacting global yogurt manufacturing networks.

Other drivers and restraints analyzed in the detailed report include:

Rising Use in Cafes, QSRs, and Convenience Outlets
Rising E-commerce Expansion
Rising Prices of Raw Materials and Energy
Increase Production

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2025, spoonable yogurt holds a commanding 67.42% market share, supported by strong consumer preferences and its versatility across various consumption occasions, including breakfast, snacking, and dessert. Its success is largely driven by the benefits of portion control and the ability to customize with mix-ins, toppings, and a wide range of flavors, which enhance both the sensory appeal and the perceived value of the product. On the other hand, drinkable yogurt is experiencing the fastest growth in the market, with a projected CAGR of 6.86% through 2031. This growth is primarily attributed to the increasing demand for convenient, on-the-go nutrition solutions that align with the fast-paced lifestyles of modern consumers.

Innovative packaging technologies have played a crucial role in the growth of drinkable yogurt by ensuring the viability of probiotics while extending shelf life, which facilitates broader distribution networks. The drinkable yogurt segment is also

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benefiting significantly from the expansion of foodservice channels, as cafes and convenience stores increasingly prefer liquid formats. These formats integrate effortlessly into existing beverage operations and require minimal preparation, making them an attractive option for businesses. Additionally, while the FDA supports health claims for both spoonable and drinkable yogurt formats, drinkable varieties face stricter scrutiny, particularly regarding sugar content and nutritional labeling. This regulatory focus is influencing product formulation strategies, pushing manufacturers to innovate and meet evolving consumer and regulatory expectations.

In 2025, the dairy-based segment holds a significant 53.95% market share, driven by its traditional manufacturing expertise and robust supply chains. These strengths ensure consistent quality and competitive pricing in global markets. Consumers' familiarity with dairy products, along with their natural complete proteins, enhances health positioning and supports nutritional claims. On the other hand, plant-based alternatives are experiencing remarkable growth, with a projected CAGR of 7.78% through 2031. This growth is attributed to increasing awareness of lactose intolerance, heightened environmental sustainability concerns, and evolving dietary preferences, which collectively expand the total addressable market, as highlighted by the National Center for Biotechnology Information.

Advancements in plant protein isolation and fermentation technology have enabled non-dairy yogurts to replicate the texture and taste of traditional dairy products while offering similar probiotic benefits. Almond, oat, and coconut bases provide distinct nutritional profiles and flavor characteristics, appealing to diverse consumer segments and usage occasions. However, the plant-based segment faces regulatory challenges, particularly regarding protein content claims and probiotic strain viability. These issues require specialized manufacturing processes and rigorous quality control, posing significant entry barriers for smaller producers.

The Yogurt Market is Segmented by Product Type (Flavored Yogurt, Unflavored Yogurt), by Distribution Channel (Off-Trade, On-Trade) and by Region (Africa, Asia-Pacific, Europe, Middle East, North America, South America). Market Value in USD and Volume are Both Presented. Key Data Points Observed Include Per Capita Consumption; Population; and Dairy Production.

Geography Analysis

In 2025, Asia Pacific holds a dominant 55.78% market share and exhibits a leading growth rate of 11.9% projected through 2031. This growth stems from the region's mix of traditional fermented food practices and the rapid adoption of Western-style yogurt across varying economic stages. Urbanization in China and India is driving higher disposable incomes and greater health awareness, fueling regional expansion. Meanwhile, established markets like Japan and South Korea focus on premium probiotic innovations and functional nutrition. The region's dairy production capabilities, along with the rise of plant-based alternatives, address diverse dietary needs and the widespread prevalence of lactose intolerance. However, regulatory frameworks in Asia Pacific vary widely: some countries enforce strict probiotic strain requirements, while others adopt more flexible health claim standards, influencing product development strategies.

Europe, though a mature market, remains strategically important in the yogurt industry. Consumers in the region favor organic, premium, and artisanal yogurt products, which often command higher prices and drive innovation within the category. Europe's well-established dairy infrastructure and rigorous food safety regulations provide local producers with competitive advantages while setting global quality benchmarks. Countries such as Germany, France, and the Netherlands lead in per capita consumption and maintain strong export capabilities. Additionally, European consumers increasingly prioritize sustainable packaging and environmentally friendly production methods, shaping supply chain decisions and brand strategies.

North America maintains a significant market presence, leading in innovations related to functional nutrition, high-protein options, and convenient packaging formats that cater to the region's on-the-go consumption habits. The U.S. and Canada benefit from advanced retail and e-commerce infrastructures, enabling rapid product launches and consumer education efforts that support

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premium brand positioning. Regulatory support for health claims and probiotic benefits fosters the development of functional yogurt products. Established relationships with foodservice channels further drive demand, particularly in restaurants and convenience stores. The region's focus on protein and fitness culture strongly supports the popularity of Greek and Icelandic yogurts, known for their enhanced nutritional profiles.

List of Companies Covered in this Report:

China Mengniu Dairy Co Ltd Inner Mongolia Yili Industrial Group Co Ltd Nestle SA Yakult Honsha Co Ltd General Mills Inc. (Yoplait) Chobani Global Holdings LLC Lactalis Group Fonterra Co-operative Group Ltd Arla Foods am-ba Saputo Inc. Gujarat Co-operative Milk Marketing Federation (Amul) Meiji Holdings Co Ltd Bright Dairy & Food Co Ltd Grupo Lala S.A.B. de C.V. Ultima Foods Inc. Valio Oy Lifeway Foods Inc. Morinaga Milk Industry Co Ltd The Hain Celestial Group Inc. Yoso Brands

Additional Benefits:

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

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