

MSU Product Center

For Agriculture and Natural Resources

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Fruit-containing yogurt products - Overview

Products included in the product line

- Fruit-containing yogurt foods and yogurt drinks are the two major products considered in this product line.

General market trend and information

- In recent years, the market for yogurt drinks has shown a significant growth, partly due to an increase in the market for meal replacements. This situation has created a broad opportunity for the introduction of a variety of new fruit-containing yogurt drinks.
- Major consumers of fruit-containing yogurt drinks are women and children. Children especially would remain to be an attractive target for these products, as they continue to add them in their breakfast and lunch kits or use them as snacks.

New product trends

- Between 1999 and 2004, companies introduced more than 2,500 new fruit-containing dairy products and line extensions.
- New products have been introduced either with fruit flavor or added-in pieces of fruits and they are entering the market as refreshing snack foods or drinks, breakfast foods or drinks, and desserts.
- Some new products claim to be whole meal replacements produced using different ingredients that include fruit, cereals and yogurt.
- There are also products aimed at consumers with health concerns. A range of low or no fat, no added sugar, vitamin and mineral fortified, etc. products with assorted fruit varieties are available. This category is expanding its line of production to be an alternative breakfast.
- Convenience is also becoming an important market driver in introducing new products. Companies are relaunching products with new package designs making them easily consumable without using utensils by on-the-go consumers, at offices or in schools.

Manufacturing and distribution issues

- Fruit-containing yogurt foods and drinks are primarily sold through supermarket chains. Sales of fruit-containing yogurt products through mass merchandise retail channels are not strong.

Overall assessment of opportunities

- Because of the product's high health benefits (both from dairy products and fruits), and high consumer demand for variety, flavor and convenience, fruit-containing yogurt product suppliers have many product development opportunities.

Sources

Mintel, Global New Product Database. <http://www.gnpd.com>.

_____, Yogurt drinks, US, March 2004.