



FrieslandCampina
Ingredients

THE INSIDE MATTERS

What's trending
in yoghurt?



Yoghurt growth opportunities exists around its image as a naturally functional, traditional healthy food.

Developments in consumer preferences around snacking, breakfast, digestive health, protein, clean label and texture offer opportunities for future growth. As well as promoting yoghurt's natural health benefits, brands are encouraged to also focus on indulgence factors such as taste and texture.

Snacking & breakfast

Snacking is no longer the optional extra, but the definitive occasion. 63% of the millennials replacing meals with snacks because they are busy¹, offers the opportunity for dairy brands to expand their portfolio by creating snacking and guilt-free indulgent versions of their products.

Breakfast habits are changing, opening up for innovation in product formats. An increasing number of consumers do not eat breakfast at home. This also drives opportunities for breakfast yoghurt (drinks), which should deliver yoghurts that are nutritious, filling, convenient and tasty.

Digestive health

Digestive health claims have a wide appeal, attracting the attention of 47% of the consumers globally² which can also justify the growing interest for fiber, with consumers increasing its consumption mainly seeking for digestive health benefits¹. For yoghurt drinks and fermented beverages, digestive/gut health continues to be the leading health positioning, used for 33% of H2 2018 launches globally.³

Protein

Protein enrichment remains a key trend in dairy and in yoghurt, with more yogurts highlighting their protein content which consumers associate with benefits as energy boost, muscle development and satiety.

Many of these high protein yogurts are also positioned as snack, breakfast occasion or post-work out snack, combining benefits of convenience with health and indulgence.

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Clean label

Cleaner labels are here to stay. Globally, consumers demand cleaner labels where they can search for latest health cues. In Europe, almost 4 on 10 dairy consumers say that all natural claims on dairy are important.⁴

Experience more

As texture becomes a more popular feature in food in general, and yogurt in particular, high quality dairy ingredients help brands hold firm on their taste credentials and appeal to consumers' senses. Texture steps up in yoghurt innovation complementing on flavor innovation with consumers open to new sensorial experiences. For spoonable yoghurt, indulgence textures rule, with creamy textures leading.⁵

A selection of our application suggestions

- High protein ambient yoghurt drink
- Natural high protein drinking yoghurt
- High protein yoghurt 6% protein



References

1. Average of: US, UK, China, Brazil, France, Germany.
2. Source: Innova Consumer Lifestyle and Attitudes Survey 2018.
3. FMCG Gurus, 2019, Global Digestive Health, insights and opportunities.
4. Innova database.
5. FMCG Gurus, 2018.
6. GNPD Mintel, 2018.



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Why work with us

Our ingredients are used daily by the world's leading food and nutrition manufacturers, who work with us because they know they can rely on us to safeguard processes and provide safe, trustworthy ingredients every time.

Development expertise

Adding protein in white dairy enables a wide range of textures, from liquid yoghurt drinks to indulgent, creamy yoghurt structures. Dairy proteins are a natural texturizer that can be given 'clean' labelling (dairy for dairy). Our experts from Food Ingredients can help you with your yoghurt formulation to create the desired consumer experience.

Our sensory expertise

One of the expertise areas of FrieslandCampina Sensory is execution of professional panel testing to establish objective sensory measurements. The focus is on protein products for market (landscape) studies and new product development.

Aligned product portfolio

Innovation possibilities for spoonable yoghurt and yoghurt drinks are unlimited. Dairy proteins offer the possibility of creating wide range of indulgent great tasting textures with clean label.

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