

# Yoghurt and Sour Milk Products in the US

August 2023

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## Yoghurt and Sour Milk Products in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flavour is a driver in the success of yoghurt, overriding brand loyalty

Sports nutrition creates a new focus for some brands

Sour milk products sees healthy value and volume growth thanks to its immunity-boosting claims

#### PROSPECTS AND OPPORTUNITIES

Consumers favour convenience and value in retail channels

Flavour, texture, and product innovation will continue to play key roles in ongoing trends and developments

No major changes in consumer preferences in yoghurt are expected, with flavour remaining key

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