

Drinking Yogurt Market Is Set To Experience Revolutionary Growth from 2018 to 2025

Drinking Yogurt Market by Flavor, Form, Packaging Material, and Distribution Channel : Global Opportunity Analysis and Industry Forecast, 2018-2025.

PORTLAND, OR, UNITED STATES, April 5, 2022 /EINPresswire.com/ -- [Drinking yogurt](#)

is stirred yogurt which has undergone homogenization for reduced viscosity and has low total solids content. It is available in different flavors such as strawberry, banana, blueberry, aloe vera, cherry, and others. Drinking yogurt has gained popularity globally owing to its healthy and functional properties with flavor. It is often available in portion packs which makes it a convenient on-the-go healthy product for quick consumption. Flavored with fruits, drinking yogurt is enriched with vitamins, minerals, and probiotics.



Drinking Yogurt Market

Drinking yogurt is being considered as fuel for the body at the start of each day. The market is experiencing growth with the increase in demand for more protein, improved nutrition, and convenience. The focus of consumers has shifted toward readily available drinks, due to the rise in disposable income and urbanization which is leading to changing lifestyles. This boosts the demand for drinking yogurt. In addition, yogurt is considered as a rich source of protein and helps to control appetite. These characteristics enable manufacturers to have an edge since there is an upsurge in number of individuals focusing on weight loss and opting for healthier lifestyle. This in turn helps drive the market growth. However, use of artificial flavor and preservatives such as sorbic acid and potassium sorbate leave a chemical aftertaste, which hampers the growth of the market.

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On the contrary, penetrating further into developing countries and introducing flavors according to the local tastes and preferences help propel the market growth. This can be viewed as an

opportunity by the manufacturers to further expand the market base.

The market is segmented based on flavor, packaging material, distribution channel, and region. Based on flavor, it is classified into strawberry, blueberry, banana, cherry, aloe vera, and others. Based on packaging material, it is categorized into glass, plastic, and paperboard. Based on distribution channel, it is bifurcated into online retail, supermarket/hypermarket, departmental store, specialty store, and others. Based on region, it is studied across North America, Europe, Asia-Pacific and LAMEA.

The key players in the market include Danone S.A., Dreaming Cow Creamery, LALA BRANDED PRODUCTS, LLC, Mother Dairy Fruit & Vegetable Pvt. Ltd., Nestlé S.A., Abel & Cole Ltd, Dairy Innovations, LLC, MARIGOLD, YAKULT DANONE (I) PVT LTD., and Dairy and Food Communications, Inc.

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KEY BENEFITS FOR STAKEHOLDERS

The report provides an in-depth analysis of the current trends, drivers, and dynamics of the drinking yogurt market to elucidate the prevailing opportunities and tap the investment pockets.

It offers qualitative trends as well as quantitative analysis of the global market from 2018 to 2025 to assist stakeholders to understand the market scenario.

In-depth analysis of the key segments demonstrates the type of drinking yogurt and its applications.

Competitive intelligence of the industry highlights the business practices followed by key players across geographies as well as the prevailing market opportunities.

Key market players are profiled to understand the competitive outlook of the market.

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