

Drinking Yogurt Market Poised to Reach US\$ 62.8 Billion by 2031 Growing at a CAGR of 6.4%

The manufacture of organic drinking yogurts has increased to provide consumers with purer and healthier products.

WILMINGTON, DE, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [Drinking yogurt market](#) garnered \$34.0 billion in 2021 and is estimated to generate \$62.8 billion by 2031, manifesting a CAGR of 6.4% from 2022 to 2031.



Drinking Yogurt Market 23

The increased consumption of foods that help build immunity and supplement health is rising. Consumers are looking to avoid contracting diseases and to improve the intake of nutrients via healthy sources, leading to an increase in the consumption of drinking yogurt. Furthermore, the manufacture of organic drinking yogurts has increased to provide consumers with purer and healthier products.

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An increasing consumer inclination towards healthy foods and beverages will provide massive growth opportunities to the drinking yogurt market. Greater focus will be given to organic and low-processed drinking yogurt by both the consumers and the manufacturers of the products.

Yogurt drinks are made by blending yogurt into a liquid consistency, either on its own or with very small amounts of water. Such drinks can range in consistency from highly viscous to very thin. Most yogurt drink manufacturers produce both flavored and unflavored yogurt drinks in order to provide consumers with a variety of options. Yogurt drinks are distinct from kefir and buttermilk as the fermentation process of kefir differs slightly from that of yogurt, and buttermilk is produced during the butter extraction process from milk. In addition, lassi is included in the scope of the study as it is made from curd, which is the same as yogurt and has the same properties as yogurt drinks.

Yogurt drinks are said to be a good diet for getting flat abs and losing weight as they contain a wide range of nutrients that the body requires. It is high in calcium, vitamins, and trace minerals such as magnesium, potassium, and phosphorus. Another important feature is the protein content of yoghurt drinks, which is approximately 12 grams per 200 grams. Consumers prefer foods & beverages that are tasty and sweet, while also considering the nutritional content of such products helping provide Drinking Yogurt Market Opportunity for growth.

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Drinking yoghurt is one of the most popular nutritional drinks consumed by consumers as desserts and snacks. The thickness of the yoghurt creates a creamy sensation while drinking and the addition of sweet dessert, fruit, and confectionery flavors makes it sweet and dessert-like. With advancements in manufacturing techniques and extensive research on flavor pairings and incorporation, new types of yoghurt drinks with a variety of flavors have entered the market in recent years, which are expanding the Drinking Yogurt Market Size. Chocolate, vanilla, strawberry, blueberry, mixed berries, mango, caramel, and a variety of other highly appealing flavorings are commonly used in yoghurt drinks.

Flavored yoghurt drinks are becoming increasingly popular and held the major Drinking Yogurt Market Share due to the vast array of flavors available for such drinks, as well as their ease of consumption. The majority of flavored drinking yoghurt drinks are sweet, which makes them enjoyable to drink and helps to eliminate the sourness of the yoghurt drinks, which may not be appealing to consumers. Plain yoghurt drinks are preferred by older consumers and are extremely popular in Asia-Pacific and the Middle East due to their cooling effect and sour flavor. Plain yoghurt drinks can sometimes be made with the addition of a small amount of sugar to improve the taste and add a sweeter flavor to the yoghurt drinks.

[Drinking Yogurt Industry](#) popularity has skyrocketed in recent years. However, there has been a significant increase in the global vegan population. According to a report by Grubhub, a leading prepared food delivery service in the United States, orders for plant-based foods and beverages increased by 17%. Many market participants, as well as several newer players, are incorporating plant-based yoghurt drinks made from cashews, soy, coconut, and almonds into their product offerings. The inclusion of vegan options in yoghurt drinks is attracting the vegan population, which is helping the market grow. The addition of more plant-based drinking yoghurts is one of the major Drinking Yogurt Market Trends.

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Based on region, Asia-Pacific held the largest share in 2021, contributing to nearly two-fifths of the global drinking yogurt market share, and is projected to maintain its dominant share in revenue in 2031. This region is estimated to grow at the highest CAGR of 6.7% during the

forecast period.

Leading market players of the global drinking yogurt industry analyzed in the research include Meiji Holdings Co., Ltd., Arla Foods amba, Again Drinks, Danone Inc., Gujarat Cooperative Milk Marketing Federation Ltd., Schreiber Foods Inc., Lactalis Group, Nestle S.A., Marmum Dairy Farm LLC, Chobani Global Holdings, LLC, Royal FrieslandCampina N.V., National Dairy Development Board., Juhayna Food Industries, Dana Dairy Group, General Mills, Inc.

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