Global Low-Fat Yogurt Market Information: by Type (Flavored, Plain, Organic, Fruit and Others), Distribution Channel (Store-Based- Convenience Store, Supermarkets & Hypermarkets, Specialty Retailers, others and Non-Store Based) and Region - Forecast till 2023

Intended Audience

- Low-fat yogurt manufacturers
- Raw material suppliers
- Dairy product manufacturers
- Food and beverage industry
- Retailers and wholesaler
- E-commerce industry
- Traders, importers, and exporters

Market Synopsis of Low-Fat Yogurt Market:

Market Definition:
Yogurt is a dairy product, which is prepared by bacterial fermentation of milk. Lactobacillus delbrueckii and Streptococcus thermophiles are the most preferred bacteria for the fermentation. Low-fat yogurt is usually prepared from fruits, sweeteners, artificial flavors, thickeners and stabilizers. They have low-fat content with enhanced taste and smell. Also, it is rich in vitamins, minerals, and carbohydrates. Low-fat yogurts also have an extended shelf life as compared to plain yogurt.

Market Scenario:
The number of people with obesity, hypertension, and high blood cholesterol is increasing due to high fat intake through milk and dairy products, it is one of the great concern among the growing population. This has intensified the demand for low-fat and low-calorie dairy products from the dairy industry. Moreover, rising demand for low-fat dairy products such as yogurt is projected to drive the growth of the low-fat yogurt market over the review period. Additionally, increased preference for organic dairy products has surged the demand for low-fat yogurt in the global market.

Furthermore, growing health-conscious population and their awareness towards cardiac health are boosting the market of low-fat dairy products. Moreover, the inclination of consumers towards the consumption of healthy diet is adding fuel to the growth of the low-fat yogurts market. However, lack of the awareness for the use of bacterial culture in yogurt preparation and their potential hazard to the health may hinder the market growth over the forecast period.

Key Findings:

- Flavored yogurt such as chocolate, vanilla, and coffee holds the highest consumption in the U.S.
- Organic low-fat yogurt has a huge opportunity in the global dairy industry
Segments:
Low-fat yogurt is segmented on the basis of type, which includes flavored, plain, organic, fruit, and others. Among all, the fruit made low-fat yogurt is dominating in this segment followed by organic. The most commonly used fruit for preparation of low-fat yogurts is strawberry, apple, mango, cherry, blueberry, peach, and banana. Furthermore, the demand for organic low-fat yogurt is experiencing a high growth owing to consumer shift towards green label natural products.

On the basis of the distribution channel, the market is segmented into the store-based: convenience store, supermarkets & hypermarkets, specialty retailers, others and non-store based distribution channel. The store-based distribution channel is dominating the market, in this segment convenience store is leading the market followed by specialty retailers owing to ease of product availability. However, non-store based distribution channel is experiencing a high growth owing to changing consumer preference towards online shopping.

Regional Analysis:
The global low-fat yogurt market is segmented into North America, Europe, Asia Pacific, and rest of the world (RoW). Europe is dominating the low-fat yogurt market followed by North America. The U.K and Germany are the leading consumers of low-fat yogurt owing to increasing awareness about the gut health benefits of consuming low-fat yogurt. Additionally, high demand for low-calorie and low-fat food in the dairy industry is considered to be the key driving factor in this region. Furthermore, increasing consumer awareness and growing demand for an alternative of regular yogurt with low-fat content in the dairy industry has uplifted the demand for low-fat yogurt in North American countries like the U.S. and Canada, which is likely to boost the growth of the low-fat yogurts market during the review period. Furthermore, increasing amount of milk quota in the European region is likely to uplift the growth of the low-fat yogurt market.

Key Players:
Some of the key players profiled in the global low-fat yogurt market: Danone, Inc. (Canada), General Mills, Inc. (U.S.), Nestle S.A. (Switzerland), Jalna Dairy Foods Pty. Ltd. (Australia), Byrne Dairy Inc. (U.S.), Jalna Dairy Foods Pty. Ltd. (Australia), Rainy Lanes Dairy Foods Ltd (U.K)

The global low-fat yogurt market is segmented into the following regions

North America
+ U.S.
+ Canada
+ Mexico

Europe
+ Germany
+ France
+ Italy
+ Spain
+ U.K.
+ Rest of Europe

Asia Pacific
+ China
+ India
+ Australia
+ Japan
+ Rest of Asia Pacific

Rest of the world
+ Brazil
+ Argentina
+ South Africa
+ Others

The report for global low-fat yogurt market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macroeconomic and governing factors in the market. The report provides details information and strategies of the top
key players in the industry. The report also gives a broad study of the various segments and regions of the market.

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