

The Grocer

THE DAIRYMEN 2025

Focus On: Yoghurts & Potted Desserts

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Yoghurt makers across dairy and alt-dairy have been rolling out lines with cleaner labels. Who are the brands cutting back on the number of ingredients and additives? And why? What are their cleaner products – and how are they being received by shoppers? What about suppliers yet to launch cleaner lines: can they be expected to do so?

What other healthier launches has the yoghurts market seen in the past year? What trends are they designed to tap?

And what about potted desserts: is there any effort to cut ingredients such as sugar? How is the sector responding to shoppers' demands?

Marketing & advertising: How have yoghurts & potted desserts been promoting themselves over the past year? What have been the most eye-catching and successful ads and activities?