

The Grocer

Focus On: Yoghurt and pot desserts

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Intro: The viral “Japanese cheesecake” trend of putting biscuits in yoghurt has driven demand for Greek-style yoghurts. But it’s not alone – from yoghurt bark to yoghurt flatbreads, yoghurt has gone viral.

- Which viral trends are impacting yoghurt most?
- How much have they influenced yoghurt sales?
- Which types of yoghurt are growing most – plant-based, protein, Greek, dessert pots?
- Which other factors are shaping the yoghurt category?

From bark to bread: We take a closer look at other viral trends driving yoghurt sales.

- What is yoghurt bark and why is it having a moment on social media?
- How hard is it to make?
- Why is it more appealing to eat than room temp yoghurt with fruit?
- Which yoghurt types are most commonly used to create this snack?
- How has the trend impacted sales and availability?
- Which other biscuits and grains is yoghurt being paired with to make puddings?
- How are customers using other toppings like fruit/jam/chocolate spread to dessertify yoghurts?
- How are consumer dessert and snacking habits changing – and how does that affect the category?

Harnessing the trend: Some brands and retailers have lost no time in jumping on these trends – but which opportunities are they missing?

- Which brands and retailers have been most saavy in harnessing social media virality?
- How are retailers and suppliers responding to increased demand in-store?
- What are the missed opportunities?
- How can retailers do more with trends without minimal spend and effort?

Health and regulatory changes: What other forces in the coming year – including regulatory changes and health trends – are most likely to influence this category?

- What innovations are coming out – and to what extent do they embrace reduced-sugar, high-protein and gut-health trends?
- How are weight loss drugs affecting NPD?

- How might changes to animal-product-derived naming rules affect dairy vs plant-based yoghurts?
- Which brands and products are best placed for continued growth in light of these changes?

Pot desserts: This year has brought mixed news for the top pot dessert brands. Which trends are influencing this category?

- How much has virality affected pot desserts?
- What about the UPF debate?
- How are suppliers responding to challenges such as UPF?
- Is the demand for healthier products affecting this category, given it focuses on indulgence?
- Which functional benefits, if any, are important here?