

focus on... yoghurt

Data source: Worldpanel by Numerator 52 w/e 25 January 2027

TOTAL YOGHURT VALUE £m	TOTAL YOGHURT VOLUME kg (million)	ADULT YOGHURT SALES VALUE £m	ADULT YOGHURT VOLUME kg (million)	KIDS YOGHURT SALES VALUE £m	KIDS YOGHURT VOLUME kg (million)
3,882.5 +8.6%	6,523.5 -1.0%	2,288.1 +10.0%	3,089.9 -3.5%	258.7 +5.2%	1,093.2 +0.1%



What's stirring in yoghurts & potted desserts?

Charles Elliman

Shoppers hoping to pick up a pot of natural or Greek yoghurt in February might have been disappointed. Category out-of-stocks rose from 34 at the start of the month to 43 a few days later in the traditional big four and Waitrose, as a viral recipe reached peak popularity [As-sosia w/e 1 February vs w/e 9 February 2026].

The recipe in question was 'Japanese cheesecake', a TikTok phenomenon that saw people stud biscuits into big pots of yoghurt to create a simple dessert. Supposedly, after the concoction has been left to set overnight, it tastes like a healthier cheesecake.

The craze is understood to have originated in Japan, hence its name. It reached the UK

IN THIS REPORT

- 1 Viral yoghurt: a rundown of the social media trends that are reshaping this £3.9bn category**
- 2 How retailers are responding to online yoghurt trends with their own Instagrammable recipes**
- 3 Indulgent potted desserts take a hit as retailers prioritise healthier yoghurts on shelf**
- 4 New regulations on sugar content pose fresh challenges for yoghurt**

as shoppers were already buying more big pot plain yoghurt. Value sales are up 30.6% on volumes up 14.4%, according to Worldpanel by Numerator data [52 w/e 25 January 2026].

"Big pot plain continues to accelerate, benefiting from consumer interest in natural, minimally processed dairy – a trend also highlighting shopper concerns regarding UPFs," says Vanshika Chhabra, Worldpanel analyst.

It comes as the government is consulting on an updated nutrient profiling model, which would penalise fruit-flavoured yoghurts for their sugar content. So, how is the category adapting in response to viral trends and public health concerns? And what else is stirring in yoghurts and potted desserts? ➔

Yoghurt & potted desserts sales

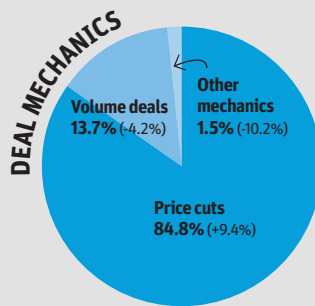
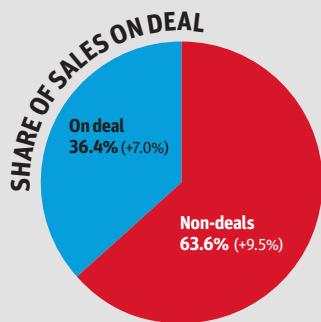
Categories ranked	VALUE SALES			VOLUME		
	£m	change (£m)	change(%)	kg (m)	change (m kg)	change (%)
TOTAL MARKET	3,882.47	306.71	8.58	6,523.51	-65.4	-1.0
Potted desserts	837.3	42.4	5.3	1233.9	32.2	2.7
Big pot plain yoghurt	708.1	166.1	30.6	410.1	51.6	14.4
Yoghurt drinks	498.4	42.7	9.4	1106.5	12.8	1.2
Fat free yoghurt	389.8	4.4	1.1	735.2	-49.4	-6.3
Split pot yoghurt	331.7	3.6	1.1	608.4	-59.9	-9.0
Kids yoghurts	258.7	12.9	5.2	1093.2	1.2	0.1
Big pot flavoured yoghurt	206.3	18.1	9.6	132.2	9.0	7.3
Luxury yoghurt	203.5	-4.4	-2.1	356.7	-21.8	-5.8
Active health yoghurt	155.6	5.4	3.6	282.2	4.0	1.4
Standard yoghurt	141.4	0.7	0.5	365.7	-42.9	-10.5
Dairy free yoghurt	104.5	13.6	14.9	85.5	3.3	4.0
Cholesterol lowering yoghurt	10.1	1.0	10.6	11.2	0.8	7.6

Source: Worldpanel by Numerator 52 w/e25 January 2027

Retailer over/undertrade

Ocado (+7.4%)	152.6
Waitrose (-1.9%)	129.3
Lidl (+10.1%)	122.5
Sainsbury's (+1.9%)	118.5
Morrisons (+1.2%)	115.1
Aldi (-1.0%)	109.7
Tesco (+1.6%)	106.6
Asda (-9.3%)	102.1
81.4	The Co-Operative (-12.5%)
72.7	Iceland (+6.7%)

Promotions



1. Viral yoghurt: from frozen bark to yog-flatbreads

Japanese cheesecake is just one example of how TikTok trends are driving sales of yoghurt.

The platform's users are also posting videos of themselves making yoghurt 'bark', as well as two-ingredient flatbreads comprising yoghurt and flour. The former treat is made by spreading yoghurt over a tray and adding various toppings before freezing it and breaking it into pieces.

Yoghurt bark can be customised with the likes of dried fruit, nuts and spreads, including honey and peanut butter. Onken brand manager Greg Brady says the diversity of the recipe speaks to yoghurt being eaten across more mealtimes.

"Many are opting for smaller, more flexible treats throughout the day rather than a full dessert after dinner," he says. "Yoghurt fits naturally into this shift, offering the versatility to serve as a high-protein snack, a light dessert, a base for indulgent toppings, or a quick breakfast."

Louise Winter, project delivery manager at the consultancy HRA Global, points out that all three TikTok recipes are simple, which



Greek Family Kefir big pot

Manufacturer: Tims
Launch: July 2026

Launched in 2020, Tims' Greek-style kefir range has expanded significantly over the past year. The brand rolled out Greek Family Kefir 450ml in Mango and Citrus last May, followed by Vanilla this January. Up next will be Greek Family Kefir Natural in a larger pot format (rsp: £4.50/950ml), scheduled for July as an Ocado exclusive. It will be joined in the online retailer's chillers by a 1kg pot of Tims natural yogurt (rsp: £4).

THE UK'S No.1 SKYR BRAND*



**HIGH IN
PROTEIN**



*Based on NielsenIQ RMS data - Total Dairy | Yogurts & Yogurt Drinks, Plain & Flavoured-Skyr-Sub-Sectors, All Product Range | Total Coverage | Value Sales | L52WE 24.01.26 - (Copyright © 2026, NielsenIQ)



Premium push reshapes the pot desserts aisle as shoppers seek cleaner recipes

Pots & Co seizes the moment as a new report reveals UK consumers are demanding cleaner, more premium ingredients in pot desserts

A new report looking into consumer behaviour in the UK pot desserts category has revealed a powerful shift: shoppers are increasingly searching for, and choosing desserts, not just for indulgence, but for the quality and purity of the ingredients in them.

The independent analysis¹, commissioned by British desserts company Pots & Co, shows that consumers now expect premium chilled desserts to deliver both exceptional taste and cleaner, more recognisable ingredients.

Julian Dyer, founder of Pots & Co, says: “Premiumisation in desserts is no longer just about flavour or format, it’s about ingredient integrity. Consumers want mindful indulgence, and clean-label claims are becoming a core part of how dessert brands can signal quality, trust and value.”

Pots & Co is dedicated to crafting exceptional puddings using carefully sourced and selected, natural ingredients. The company has over 10 years’ experience in the pot dessert sector, and knows that indulgent desserts can be created with no artificial preservatives and by choosing superior ingredients – such as the Columbian-sourced, best-quality chocolate used in its 70% chocolate ganache.

Feelgood indulgence

Modern dessert shoppers are no longer satisfied with indulgence alone. They want reassurance that what they’re eating is made with care, real ingredients and minimal additives.



Pots & Co at a glance

Founded in 2012 by chef Julian Dyer, Pots & Co is a truly British desserts company dedicated to crafting exceptional puddings using high-quality, flavourful ingredients and traditional techniques. Known

for its mindfully indulgent, chef-made recipes, Pots & Co believes in creating restaurant-quality desserts for everyday enjoyment. The Pots & Co range is stocked in most major multiple retailers including:

Waitrose, Co-op, Sainsbury’s and Ocado across the UK; Costco across the UK and the US; and with the recipe box delivery operator, Gousto. They can also be found onboard United Airlines.

Convenience no longer trumps well-sourced and carefully considered ingredients. In fact:

- 76% of UK consumers are now concerned about ultra processed foods (UPFs);
- 19m UK adults actively avoid UPFs, an increase of 15% year-on-year²;
- 28% of UK consumers have changed their diets in the past year to prioritise minimally processed, whole food ingredients⁴.

Pots & Co believes this is a behavioural shift, not a trend, which perfectly aligns with its range of exceptionally

crafted puddings using high-quality, flavourful ingredients and traditional techniques. Consumers are scrutinising labels, researching ingredients, and rewarding brands that use recognisable, simple components which feel ‘real’ or could have come from their own kitchen cupboard.

Clean labels: a signal of trust

The report concludes that clean label cues, especially the absence of artificial preservatives, are now a major driver of shopper trust and purchase intent.

The report also states that claims like ‘no artificial flavours, colours or preservatives’ have a high impact in the UK market because shoppers associate them with higher quality and better craftsmanship.

In addition, UK consumers are increasingly scanning labels for reassurance. They want to recognise ingredients, avoid additives which are unknown or sound too chemical.

Three commercial trends driving the UK pot desserts category

1. Permission to indulge:

Consumers want desserts that feel worth it, not just in taste and fulfilment but emotionally. Cleaner ingredients reduce guilt and increase satisfaction.

2. Ingredient literacy:

Shoppers are more informed than ever. They read labels, Google ingredients, use apps, and reward brands that make this easy.

3. The crafted food movement:

In line with the behavioural shift away from ultra processed foods, consumers increasingly prefer products that feel made with care, not churned out at scale.

The data clearly shows where the category is heading – now it’s up to retailers and suppliers to bring that shift to life on-shelf.

To find out more about quality pot desserts, please visit www.potsandco.com

¹Pots & Co independent analysis commissioned to The Nutrient Gap, January 2026; ²⁻⁴Ulrick + Short, 2025, ‘How whole food diets are shaping clean label ingredient innovation’

adds to their appeal. Japanese cheesecake and yoghurt bark, in particular, sit “perfectly at the intersection of several trends”.

They deliver on “healthier snacking, offering a product that feels indulgent but is still perceived as nutritious, particularly due to its protein content”, she says. At the same time, they are “highly customisable and visually appealing”, making them “ideal for platforms like TikTok and Instagram, where ‘build-your-own’ and aesthetic food content performs well”.

To create these treats, shoppers are opting for natural and Greek-style yoghurts, due to their nutrition credentials and versatility in sweet and savoury recipes.

Charlotte Derra, co-founder of sales and marketing insights provider Deovise, points out: “Greek yoghurt can be seen used in cooking, dips, desserts and breakfast. Coupled with its natural credentials in the face of people looking to move away from perceived UPFs, it’s in a win-win space.”

Waitrose says that “Greek strained yoghurt is the clear standout in this category”, noting surging demand for its premium No. 1 Fat Free Strained Natural Greek Yoghurt and Kri Kri 10% Fat Authentic Greek Yoghurt over recent months. “Customers are looking for minimal, ‘clean label’ ingredients and higher protein content,” the retailer adds.

Plain yoghurt’s boom is having a halo effect on ambient products that shoppers are buying to customise their yoghurt-based creations. Take Biscoff, whose biscuits were used in thousands of Japanese cheesecake videos. Its year-on-year value sales rocketed 10.9% in the week to 17 January 2026, on volumes up 30.2% [NIQ].

2. Harnessing viral trends

Retailers’ social media teams were quick to jump on the Japanese cheesecake trend in January, posting their own takes on the dessert to TikTok.

Morrisons mixed pistachio creme and Biscoff biscuits with yoghurt, grating chocolate over the top. Waitrose added ginger biscuits to Greek yoghurt and topped it with honey. Sainsbury’s combined soft cream cheese, lime zest and ginger snap biscuits with yoghurt for a key lime pie-inspired dessert.

Sainsbury’s even added a “make your own viral cheesecake” section to its website, giving various yoghurt and biscuit products their own landing page.

In February, marketing agency Altavia UK launched digital displays based on the trend into Sainsbury’s stores. They showed Bahlsen’s Choco Leibniz biscuits in pots of Taste the Difference Greek Yoghurt, with the caption:

Top 10 yoghurt brands

	VALUE SALES			VOLUME SALES		
	£m	chg (£)	chg (%)	packs (m)	chg (m)	chg (%)
Müller Corner	183.8	-5.0	-2.6	42.1	-2.8	-6.3
Fage	181.3	55.3	43.9	28.9	8.4	41.2
Activia	180.8	0.1	0.0	40.0	-0.2	-0.4
Yeo Valley	164.0	10.7	7.0	34.4	-0.2	0.4
Arla	87.9	5.4	6.5	20.9	1.0	4.9
Müller Light	70.0	-4.8	-6.4	19.7	-2.1	-9.6
Alpro	66.0	6.7	11.3	15.1	-0.8	5.7
Onken	60.5	3.0	5.1	16.3	-0.2	-0.9
Oykos	43.1	-4.9	-10.3	8.9	-1.7	-15.8
Petits Filous	38.5	-1.9	-4.6	8.2	-0.5	-5.5

Top 10 pot dessert brands

	VALUE SALES			VOLUME SALES		
	£m	chg (£)	chg (%)	packs (m)	chg (m)	chg (%)
Gü	63.5	-59.1	-0.1	3.7	-2.3	-5.9
Cadbury	53.7	2.3	4.5	6.3	0.4	5.9
Müller Rice	39.9	-2.2	5.1	11.3	-3.3	-2.8
Bonne Maman	25.6	-0.7	2.8	2.6	-1.1	0.0
Aero	16.9	0.7	4.5	2.5	0.0	1.7
Müller	16.3	13.8	552.0	2.5	2.1	557.1
Milkybar	14.8	-0.8	-5.3	2.2	-0.3	-12.3
Rolo	12.8	-0.1	-1.1	1.5	-0.2	-12.2
Arla	10.4	-1.2	10.5	1.4	-0.2	-10.9
Rachel’s Organic	8.2	1.0	13.2	1.4	0.2	18.9

Source: NIQ 52 w/e 24 January 2026

NIQ NIQ monitors weekly data from a national network of EPoS scanners to represent sales in grocery multiples, co-ops, multiple off-licences, independents, forecourts, convenience multiples, symbols and online grocery retailers.

“Try the viral Japanese cheesecake trend”.

Altavia’s displays showed how retailers can quickly respond to viral trends with in-store theatre. They could also run demos showing consumers how to recreate trends at home, says Mahbir Thukral, global director of marketing technology & customer experience at IFF. “It’s not rocket science. Have a dedicated promo table purely for trending foods. Whenever there’s a new trend, have a supermarket

employee pull the products together at the activation.”

Alternatively, retailers could allocate a bay to products used in online trends, which they could “adapt when something unexpectedly takes off”, says Charlotte Derra of Deovise.

Product innovation is a higher-risk response to a trend. It “often takes months, so by the time a product is made, that trend is out of date”, warns Emma Gardner, director of PR agency Aubergine.

As such, retailers should instead merchandise yoghurts for a diverse range of usage occasions, says Greg Brady, Onken brand manager. He believes there is “untapped potential to position yoghurt as a versatile cooking ingredient. It works well in marinades, curries, dips and dressings, yet these uses are often under-communicated at shelf.”

Allocating adequate space to “grab-and-go” singles, while maintaining “strong visibility in the main aisle for plain Greek and skyr – especially 1kg formats”, would be a good place to start, says Danny Micklethwaite, marketing VP at Arla Foods. ➔

DID YOU KNOW...

39.9k

TikTok posts feature the hashtag #japanesecheesecake – most of which show users making their own take on the viral dessert

Source: TikTok 7 April 2026



3. Pot desserts hit by health targets

Pot desserts are losing fridge space as retailers prioritise health, says Niharika Chittaranjan, NIQ senior analytics executive. Coupled with inflation, this could explain why eight of the top 10 brands are in volume decline [NIQ 52 w/e 24 January 2026].

Lactalis Nestlé UK's Milkybar and Rolo puds have the fastest-falling volumes of the top 10, selling 518,000 fewer kilos combined. Both have suffered from the "impact of high cocoa prices and reduced scope for promotions due to HFSS regulations", says Emma Gooden, marketing manager of indulgent, confectionery & kids at Lactalis Nestlé UK.

By contrast, Müller has sold 2.1 million extra kilos of its desserts (not including Müller Rice). Its strategy to "offer a Müller product for every occasion, whether for treat or nutrition" saw it team up with Myprotein on a range of high-protein puds in 2024. Last month, it expanded the lineup with Mixers, a high-protein dessert inspired by Müller Corner (see below).

"The success of our partnership with Müller shows how quickly the protein category is evolving beyond traditional sports nutrition," says Neil Mistry, chief executive of Myprotein owner THG Nutrition.

4. Fruit yoghurts become 'junk food'

Fruit-flavoured yoghurts are set to be classified as 'junk food' under government plans to roll out a new nutrient profiling model.

The Department of Health & Social Care last month launched a consultation on the framework, which replaces the total sugars of the old model with free sugars, and introduces lowers thresholds for sugar and energy density. It will be used to underpin both the junk food ad ban, which came into force on TV and online in January, and the promotions restrictions that began in 2022. The outcome of the consultation is scheduled for June.

Suppliers that have already spent tens of millions on reformulation could be banned from advertising and promoting their re-vamped products because of the new NPM, the FDF has warned.

Vince Lawson, CMO at Biotiful Gut Health, says: "It will be interesting to see how manufacturers manage tighter regulations through product reformulation."

HRA's Louise Winter predicts the proposed legislative change will likely push volume



Myprotein Mixers

Manufacturer: Müller
Launch date: March 2026

Müller expanded its range of co-branded desserts with Myprotein last month, adding Mixers. Inspired by Müller Corner, the desserts (rsp: £1.50/140g) combine high-protein yoghurt with separate, high-protein mix-ins. Banana Split With Chocolate Crunch, Strawberries & Cream With Vanilla Biscuits, and Cookies & Cream With Cookie Crunch each provides 15g protein. They are in Morrisons, with additional retailers to come.

sales away from fruit flavoured yoghurts and towards "plain, Greek-style and no added sugar lines".

It comes as shoppers are already showing a preference for "short and simple ingredients lists", says Danone, which unveiled clean-label Actimel Simple last month. The discourse on UPFs also inspired Odysea's "traditionally made" Greek cows milk yoghurt, which hit Marks & Spencer in January. It is made with non-homogenised milk, resulting in a natural layer of set cream rising to the top during fermentation.

Beyond UPF concerns, "gut health and functional benefits increasingly drive value growth", says Vanshika Chhabra, Worldpanel analyst.

Plus, weight-loss drug users are seeking nutrient-dense lines. Brands like Bio&Me stand to benefit from this shift. Its Fibre+Protein Kefir pot, with vanilla protein yoghurt & blueberry granola, will hit Asda in May.

"GLP-1s are making consumers more conscious of what they're eating, and that's translating into healthier purchasing decisions," says Jon Walsh, Bio&Me CEO.

"There's a growing recognition that maintaining weight loss requires a fundamentally healthier, more balanced diet overall: not short-term fixes."



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