

Case Study

**Trend and Opportunity Analysis for the US Yogurt
Desserts Market**



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About the Client



- Founded in 1974, the client is a leading international brand consultancy, specialising in brand services and activities

Client Objectives / Goals



- To assess and support market entry strategy for the end-client, focusing on US yogurt desserts market

Approach and Methodology

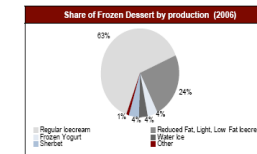
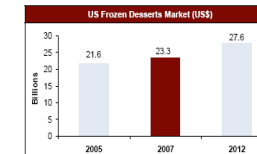


- Analysed the US yogurt desserts industry, covering the macro and other related categories, to generate insights on the overall market size, market segmentation, distribution channels and total consumption
- Identified the key industry trends by focusing on the competitive landscape, leading players and consumer preferences
- Conducted brand analysis of select brands in terms of market share, packaging and consumer opinions
- Made comparative analysis of the consumption pattern and product offerings in the yogurt category in the US vis-à-vis countries such as France and Germany. Consumer tastes and preferences for yogurt and indulgent categories, such as chocolate and ice creams, in different markets were analysed
- Analysed the key statistics of the brand to be acquired, its distribution channels, consumer opinions and packaging

Sample Output



Frozen yogurt is growing fastest segment within frozen desserts, while consumption declining due to higher prices



- Market for frozen desserts expected to grow by more than US\$ 4 billion between 2007-12
- 1. Ice cream accounted for 59.2% (or US\$13.8 billion) of all US frozen dessert sales in 2007
 - Decline of 0.3% over 2006
- 2. Frozen yogurt was the fastest growing segment
 - Grew at a CAGR of 4.1% over 2003-07
 - Was worth US\$ 126 million in 2007
 - Registered a 12% growth over 2006
- 3. Dessert yogurt sales declined after increasing at a rapid pace
 - Sales fell 7.6% between 2003-04 due to
 - 36.7% decline in the sales of Kraft's Breyers Creme Savers brand
 - However, light/low-fat segment grew 26.6% between 2002-04, to reach \$585 million
- 4. Consumers spent more "away from home" than "at home" in 2005
 - US\$ 13.5 billion was spent on "away from home" frozen dessert purchases (super shops, foodservice and other retail sales outlets)
 - US\$ 8.2 billion was spent on products for "at home" consumption

1 "Consumption of Frozen Yogurt in the US dropped from 2.8 lbs per person in 2005 to 1.3 lbs per person in 2007" - USDA
2 "Dollar sales continue to grow annually, but not because Americans are eating more frozen desserts; instead, the population is paying more for what it eats" - Packaged Facts

Results / Value-add



The study helped the client in understanding the growth prospects and to make a strategic decision on whether to foray in this sector