

Case Study

Opportunity and Future Trend Analysis for the US Yogurt Desserts Market

About the Client

- The client is a leading international brand consultancy, specializing in brand services and activities.
- The company was established in 1974

Business Objective

- This client was in the process of assisting its end client, an Israel based dairy with its US market entry strategy. The end client wanted to start by acquiring a few of the US based yogurt brands.
- To support its market entry strategy, our client wanted a global overview of this sector, besides a focused understanding of the US yogurt desserts market, current trends, future prospects and prevailing consumer preferences within this market. They wanted to assess the current market position of the brand to be considered for acquisition

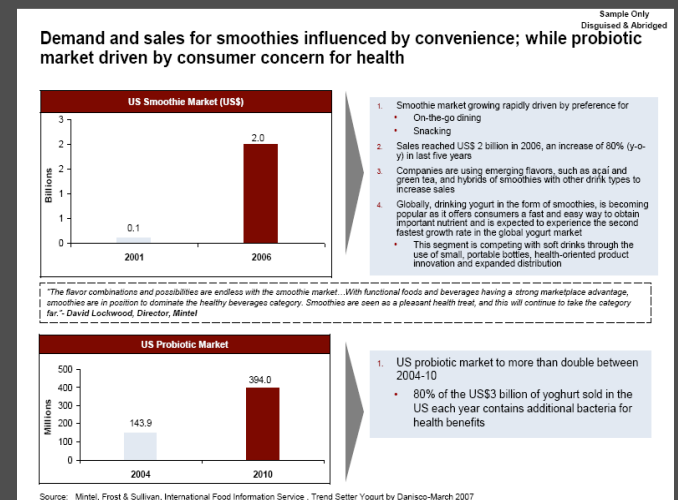
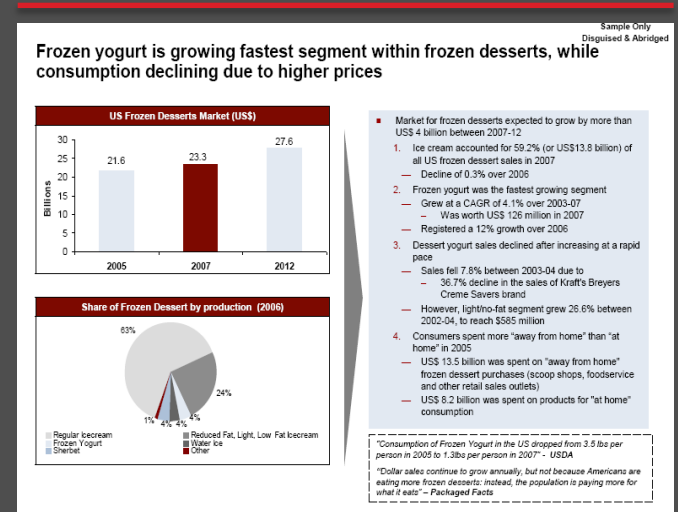
Results & Value Add

- The comprehensive analysis helped the client understand the opportunities in the US yogurt market, its market segments and factors affecting the market size and growth. Thereby, it provided insights to support the client's strategic decision to foray in the industry
- RocSearch provided detailed analysis of the brand to be acquired, covering its market share, product offerings and consumer reviews

Research Methodology and Approach

- The team analysed the US yogurt desserts industry, covering the macro and other related categories, to generate insights on overall market size, market segmentation, distribution channels and total consumption, etc.
- To identify key industry trends, we looked at the competitive landscape, leading players, and also consumer preferences
- We conducted a comparative analysis of the consumption pattern and product offerings in the yogurt category vis-à-vis other countries such as France, Germany, etc. The team also reviewed the consumer tastes and preferences for yogurt and indulgent categories, such as chocolate and ice creams, in different markets
- Finally, we undertook brand analysis of select brands in terms of market share, packaging, consumer opinions. The team analysed the key statistics of the brand to be acquired, its distribution channels, consumer opinions and packaging

Screenshots



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