

The Grocer

Focus On: Yoghurt and Pot Desserts

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At a time when many categories are annualising on bumper sales in 2020, yoghurts are continuing to grow. Active health, luxury and dairy-free have seen significant rates of growth, though other segments haven't been so lucky. Prices are nonetheless up, partly because of reduced promotions, and shoppers are making more frequent purchases. So how is it that yoghurts and small desserts are still growing? What innovation is creating the most excitement? And can the category maintain its trajectory through 2022?

Environment: Dairy products have been under fire for a while over their environmental credentials. Tims Dairy has become the latest brand to respond by removing plastic lids from some lines. What other environmentally-friendly initiatives are afoot?

Plant-based: As with other grocery categories, plant-based fare is making strides in yoghurt and other small desserts. So which products are proving most appealing to shoppers? And what new ideas are likely to spur further growth?

Innovations: Profile of four new products or ranges that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.