

# The Grocer

## THE DAIRYMEN 2023

### Focus On: Yoghurt & Potted Desserts

By Nick Hughes [nick@nickhugheswriting.com](mailto:nick@nickhugheswriting.com)

For print, digital & sponsorship opportunities, contact [sam.dack@wrbm.com](mailto:sam.dack@wrbm.com)

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#### Yoghurt au natural

Volumes sales of yoghurt have fallen more than 7% in the past year, Kantar data shows. Most sectors are also in decline. But a notable exception to this trend is natural yoghurt, which has managed to keep volumes in the black, after struggling the year before. How so?

**Sales:** What are sales of yoghurt been like in the past year? What factors have driven changes in value and volume? Which sectors have struggled most – and why?

**Natural yoghurt:** What's keeping its volumes up? Is it ranging? Health cues? It's versatility as an ingredient in every from breakfasts and baking to world food recipes? Which formats and suppliers are capitalising?

**Health:** Speaking of health, low fat yoghurts are also in good shape, while yoghurt drinks – which boomed during Covid – are struggling. What's going on? And who's benefiting from this shift in healthier options? How are shoppers' health concerns shaping innovation and affecting sales of potted puds?

**Pricing:** Yoghurt prices are surging by an average of 13.3%. Why? Which sectors are up the most? What are suppliers doing to prevent further increases?

**Use by dates:** In April, Tesco axed 'use by' dates from 30 own label yoghurt lines – a move that has been recommended for years by anti-food waste campaigners, and one that was made in 2022 by Co-op. How significant is Tesco's move? Will other grocers follow suit? How are shoppers reacting?