

The Grocer

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Focus On: Yoghurts by Emma Sturgess (emma-sturgess@hotmail.co.uk)

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Yoghurt sales aren't exactly flying overall, but some sub-categories are seeing strong growth. So how are the retailers reacting to these emerging trends? What have they done in terms of their yoghurt ranges? And is the category facing the same range rationalisation seen elsewhere in dairy?

The market: How are yoghurts performing in general? Which types of yoghurts are doing well and which are suffering? Are there differences in performance between big and small pot variants?

Supermarket ranging: This will be the central theme of the feature. How does Tesco's strategy on yoghurt differ from Asda, Sainsbury's and Morrisons? What is happening with their own-label range? What are the discounters doing in this space? What about low sugar / dairy alternatives? Is Greek getting more room? What about indulgent yoghurts?

Prices and promotions: What is happening to the price of yoghurt? What sort of promotions are retailers/brands using? What types of yoghurts are promoted most? How are promotional strategies developing?

Own-label vs branded: Is own label still outperforming brands? What are the reasons behind this? Which brands are losing out and which are doing well?

Sales and marketing: How are brands fighting back? What are their advertising/marketing strategies?

Innovation: What are the hottest trends driving NPD in yoghurt?