

# Healthier Yoghurt: *More than probiotics*



Traditionally known for its inherent protein-rich and probiotic properties, yoghurt is being taken to the next level of health in 2022. Lowering sugar and adding further protein are two standard practices, but what will be next for the humble yoghurt?

Based on market research, we believe that the category will benefit from doubling down on its health and mood-boosting image. Fortification and health claims, such as ‘energy boosting’, ‘added fibre’ and ‘added prebiotics’ are already proving popular with consumers across all generations.

‘No Added Sugar’ claims in Spoonable Yoghurt have risen by 53% between 2017-2021. (Mintel, 2022)

72% of UK consumers said they would be interested in seeing spoonable yoghurt with added vitamins/minerals. (Mintel, 2022)

Gen Z consumers appear to be less interested in probiotics compared to older generations. (Mintel, 2022)

Half of UK consumers eat yoghurt to boost their mood. (Mintel, 2021)



## On the Shelves



M&S Gut Health & Immune Support Rhubarb and Black Cherry Live Yoghurts are low fat, with added Vitamin D. Vitamin D contributes to the normal function of the immune system. (UK, 2022)



Two Good Pumpkin Greek Low Fat Yoghurt contains only 1.5% milk fat, and has added Vitamin D. It also contains rescued pumpkins that would have otherwise gone to waste. (USA, 2021)



Yoplait Power Strawberry with Acai and Chia is a low fat yoghurt, fortified with Vitamins D, A, C, E and zinc, that may help to support the immune system. (USA, 2021)



Onken Super Kefir Lemon Ginger Cultured Yoghurt is packed with billions of live cultures from a whopping 14 unique varieties, with Vitamins B6 and B12 said to contribute to the normal function of the immune system. (UK, 2022)





## On the Shelves



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Dairyworks Protein Fit Creamy Chocolate Mocha Low Sugar Yoghurt contains 13g of protein per serve and 4.9g of sugar per serve. (NZ, 2021)

Image via the Dairyworks Instagram @dairyworks



Bio&Me Mango Flavoured Gut-Loving Prebiotic Yoghurt. Contains 2g of chicory inulin, which contributes to normal gut function. Also contains B Vitamins and no added sugar. (UK, 2022)

Image via the Bio&Me Instagram @bioandmeuk



YoPRO Perform Key Lime Yoghurt is packed with 20g protein, 3.8g of BCAAs and 1.5 billion Bifidobacterium. Free from added sugars, it instead uses natural sweeteners to enhance taste. (AU, 2021)



Fage Junior Banana Thick & Creamy Yoghurt. Made for children using 100% naturally sourced ingredients with 40% less sugars than other kids yoghurts. (UK, 2021)

Yoghurt is perfectly positioned to build on its inherent healthy qualities. Consumers already associate yoghurt with healthiness, but also think of it as a tasty treat. With functional drinks taking off worldwide, we predict that functional yoghurts aren't too far behind. Market research from Mintel has shown that purchasing intent is greater when yoghurt is fortified, highlighting the fact that consumers are looking for healthier yoghurts.

According to FSANZ, brands can make claims in yoghurt by fortifying with Vitamin D, Vitamin A and Calcium. Interestingly, no Australian or New Zealand yoghurt brands have made claims around these, perhaps leaving space for further innovation in this area. Another Vitamin that is positioned well for fortification but doesn't carry any claims is Vitamin B. Vitamin B is becoming widely known for its ability to aid mental focus and stress relief, and so could be a significant area of interest in the future. Dialling up yoghurt's connotations of healthiness and highlighting its mood-boosting effect will help to support market growth in the future.

However, although consumers want their yoghurt to be delivering more health benefits, they don't want to sacrifice taste. Ensure these healthier yoghurts continue to appeal to consumers by formulating with natural sweeteners and offering more unusual flavours that consumers will be excited to try.



### Hawkins Watts Offerings

- Minerals
- Probiotics and Prebiotic Fibres
- Natural Sweeteners
- Complementary Colours and Flavours



Images courtesy of Mintel, TFP and brand websites/socials.

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