



**Euromonitor  
International**

# Yoghurt and Sour Milk Products in the US

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Table of Contents

## Yoghurt and Sour Milk Products in the US - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Plain yoghurt and sour milk products benefit from healthy image

High demand for Greek yoghurt influences the competitive landscape

Supermarkets and wholesale clubs embrace functional dairy as e-commerce and DTC sales rise

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trend will remain the key growth driver

Regulatory changes to boost demand for low-sugar and clean label yoghurt

Yoghurt innovation expands beyond breakfast to meet evolving lifestyle behaviours

#### CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025

Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025

Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025

Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025

Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025

Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025

Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025

Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025

Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030

Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030

Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

## Dairy Products and Alternatives in the US - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 17 - Penetration of Private Label by Category: % Value 2020-2025

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

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#### SOURCES

Summary 1 - Research Sources

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