

What consumers want in yogurt

Consumers have more choices than ever when it comes to yogurt. How can you make sure the product they buy is yours? The first step is understanding what consumers are looking for in yogurt, and why they choose the ones they do. That's why we've conducted proprietary research to find out. We segmented consumers according to their preference for Greek, regular and light yogurt and analyzed what textural properties they are drawn to.



TEXTURE IS KEY

What we've found, across the board, is that **texture is a strong driver of yogurt preference**. It's clear that delivering the most appealing texture possible will make your yogurt product stand out in the marketplace. Highlighting that texture in marketing, through linguistic and visual cues, will give your product an added edge.

CRUNCHER
CHEWER
SMOOSHER
SUCKER

STYLE THAT DRIVES SUBSTANCE

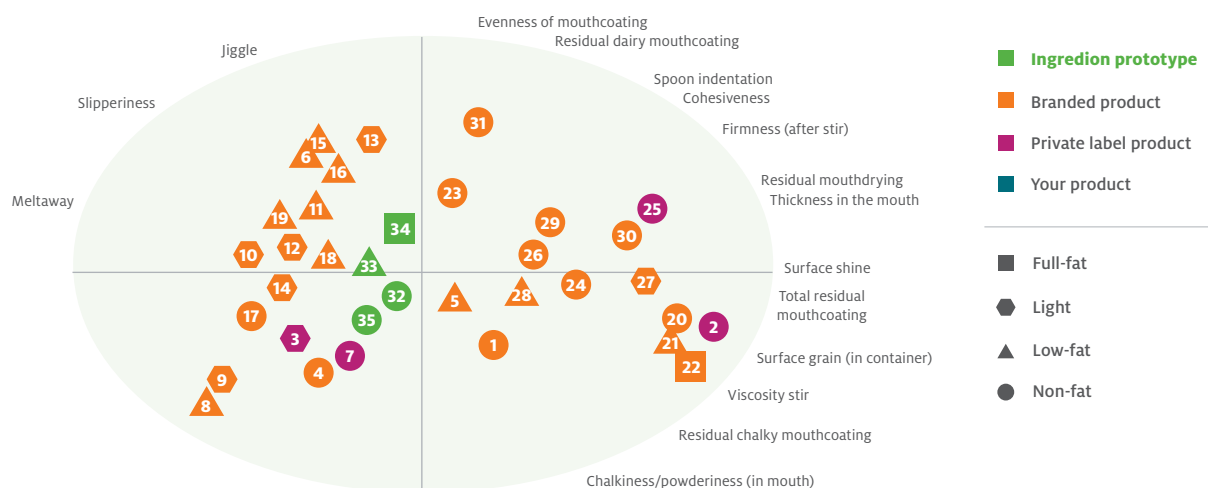
Why do people prefer the textures that they do? The answer may surprise you. After years of research, we now know that people have distinct ways of eating called **"mouth behaviors."** These styles are innate, and they determine the food textures people prefer—including specific textural preferences in yogurt. This means that you can formulate your yogurt to match these preferences—and use texture claims to signal to consumers that they will enjoy your products.

MAPPING TO WIN

Once you understand exactly what your consumers are looking for, the next step is to create it. Yogurt texture maps, like the one below, reflect the texture, formulation and processing expertise that can make your yogurt a winner.

We mapped 31 commercial yogurts—and 4 Ingredient prototypes—according to key textural attributes. This shows the commonalities and differences in the overall yogurt texture landscape, as well as how different brands are positioned within the different types of yogurt (Greek, regular and light). Contact us to identify the opportunities for texture differentiation.

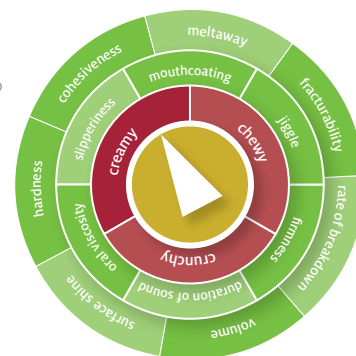
YOGURT TEXTURE MAP



CREATE YOUR NEXT WINNING PRODUCT

Offer your consumers the yogurt of their dreams with our sensory capabilities, including texture mapping. Your perfect product starts with our proprietary DIAL-IN® Texture Technology, a rapid, robust, data-driven approach that can help you:

- Match benchmark consumer-preferred textures
- Develop new products with appealing signature textures
- Build back texture when ingredients are reduced or removed, whether for label claims or to optimize costs
- Ensure great texture when ingredients are added for nutritional benefits



LEARN MORE. SELL MORE.

This is just a taste of our exclusive research—and just a glimpse of what you can achieve. To get more in-depth results, and to find out what's possible for your products, contact your Ingredient representative today.

United States: 1-866-961-6285 | Canada: 1-866-422-7201
ingredient.us/yogurt

SENSORY EXPERIENCE™ 

Ingredient Incorporated
 5 Westbrook Corporate Center
 Westchester, IL 60154

Ingredient
idea labs™ 
 IDEAS TO SOLUTIONS