Greek Yoghurt Market is Expected to Grow at a CAGR of 7.5% from 2016 to 2022

Greek Yoghurt Market by Flavor (Strawberry), Specialty Diet (Fat Free), Distribution Channel (Hypermarket), Application (Desserts), & Region- Forecast to 2022

PUNE, MAHARASHTRA, INDIA, March 17, 2017 /EINPresswire.com/ -- Market Overview:

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Greek yoghurt is also known as strained yoghurt and is produced by removing the whey content of the milk by staining it. It is more tart and nutritious than any regular yoghurt variety. Lower sugar and sodium content makes it a healthy choice amongst any other regular yoghurt variety. In addition, the protein and calcium content of the Greek yoghurt is also driving higher attention among the consumer groups. The additional feature of probiotics content that supports in aiding digestion and keeping the gut healthy is also driving higher sales of Greek yoghurt.

> Key Players in market are Nestle (Switzerland), Danone (France), Chobani (U.S.), Jalna Dairy Foods Pty Ltd. (Australia), General Mills, Inc. (U.S.), Stonyfield Farm, Inc. (U.S.),Erhmann AG (Germany). "
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Market Forecast:

Globally the Greek Yoghurt Market is mainly driven by rise in demand in food industry especially in production of health drinks such as yoghurt- smoothies. The fast track lifestyle of people has increased the demand of convenience food and beverages which have high nutritional value. Greek yoghurt is enriched with high protein, calcium and mineral content. The multi-purpose application of Greek yoghurt in food industry has increased its demand globally. High nutritional value and convenient usage are also driving the demand of Greek yoghurt in the last few years.

These factors will play a key role in the growth of Greek Yoghurt Market at the CAGR of 7.5% during 2016-2022.

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Downstream Analysis:

Greek Yoghurt is either consumed directly or is majorly used for the preparation of health drinks and smoothies with high protein and low sugar content. The application of Greek yoghurt is found to be increasing in bakery products due to rising demand for low fat and nutritious foods. There is a significant growth in the use of Greek yoghurt due to increase in demand of Nutraceuticals which are rich in probiotic content. Probiotics helps in maintaining a healthy gut. Due to low sugar content and

rich source of protein and vitamins, the popularity of sport and nutrition foods made from Greek yoghurt is increasing from last few years.

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Key Players and Competitive Analysis:

The major key players in Greek yoghurt market are

• Nestle (Switzerland)
• Danone (France)
• Chobani (U.S.)
• Jalna Dairy Foods Pty Ltd. (Australia)
• General Mills, Inc. (U.S.)
• Stonyfield Farm, Inc.(U.S.)
• FAGE International S.A. (Luxembourg)
• Erhmann AG (Germany)

Key players in Greek yoghurt market are mainly located in U.S., Australia, France and Germany; and these countries are major producers of Greek Yoghurt. The presence of manufacturers are also depends upon the availability of resources and demand for Greek yoghurt based products. Key manufactures are investing hugely to innovate efficient processing techniques and to improve packaging of Greek yoghurt to maintain high nutritional value of the product. Also, new players are expected to enter the market based on the increasing demand of nutritional, dairy based products.

Regional Analysis

The global Greek yoghurt market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these North America region has the major market share followed by Europe. U.S is the major exporter of Greek yoghurt. U.S. mainly exports its Greek yoghurt to countries like China, Algeria, U.A.E., Sri Lanka and Malaysia. After U.S., France is the major exporter of Greek yoghurt which exports the products to Middle East and African countries. Asia Pacific region is emerging market for Greek yoghurt manufacturers as it has potential opportunities for Greek yoghurt market to grow due to its changing consumer food pattern and increase in economic conditions.

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Market Segmentation:

Global Greek yoghurt market is segmented by flavor, specialty diet, distribution channel, application and region.

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In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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