

# Yoghurt and Sour Milk Products in the US

August 2024

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

### **KEY DATA FINDINGS**

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Kefir secures leading the retail volume growth rate for sour milk products

Popularity of private label grows as consumers seek value

Plain yoghurt sees limited volume growth as price growth sees a minimal slowdown

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Competition between dairy categories to fracture consumer demand

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