



Consumer insights report

Plant-based **yogurt** alternatives

Rethink Tomorrow

novozymes® 

Consumers are expecting more from your products

Plant-based foods are gaining traction as consumers are becoming more aware animal welfare, the state of the environment and their own health.

The market is growing rapidly at around 20% from just 2020 to 2021. And producers are constantly innovating to deliver new and exciting food products that cater to consumer tastes and wants.

But as consumers are getting more products to choose from, they are also coming to expect more benefits from the plant-based segment, including the highly innovative yogurt alternatives segment.

In this report you will get the latest stats on the expanding plant-based dairy and yogurt alternatives space and learn insights from our proprietary consumer studies from 2020.

Let's start with what's keeping consumers from choosing plant-based dairy alternatives.

Enjoy!



What's keeping consumers from trying plant-based dairy alternatives?

According to our studies, 29% of plant-based food consumers mainly choose plant-based dairy alternatives for health reasons.

But it's not quite the same story when you ask non-plant-based food consumers.

These consumers consider the alternatives a less healthy option, as not providing the nutrients they need, and generally being of lower quality. They also think it's less convenient, and that there aren't enough options to choose from.

It's clear that there's potential in boosting the dairy alternatives space with more variation, but also increasing the nutritional profile of plant-based dairy alternatives for more convenience and choice.

"I do consume the dairies mostly because of taste and energy they offer more than the plant-based alternatives"

"I need dairy in my diet for protein, so I eat dairy versions of these products"

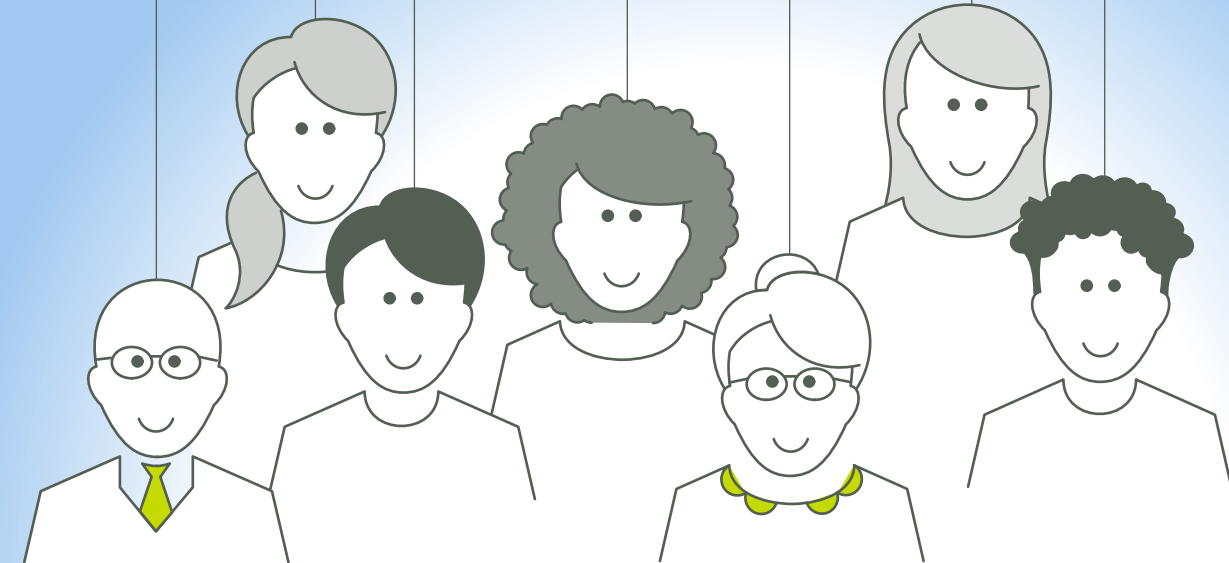
"Lack of options at the store"

"I just prefer the dairy-based versions of these products. However, I am not opposed to switching to plant-based"

"I probably use butter and yogurt because it's easier and more convenient than plant-based alternatives"

"'Fake' alternatives are usually less healthy, lower quality, or inferior taste"

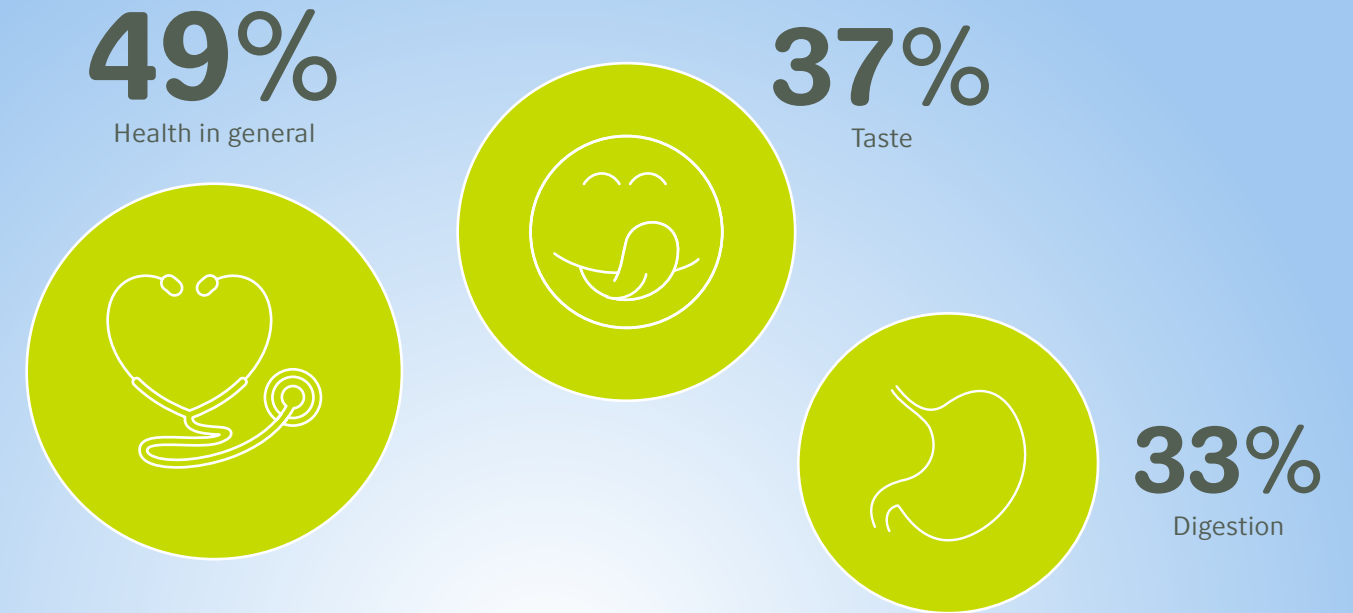
"The taste and texture, especially cheese, is weird"



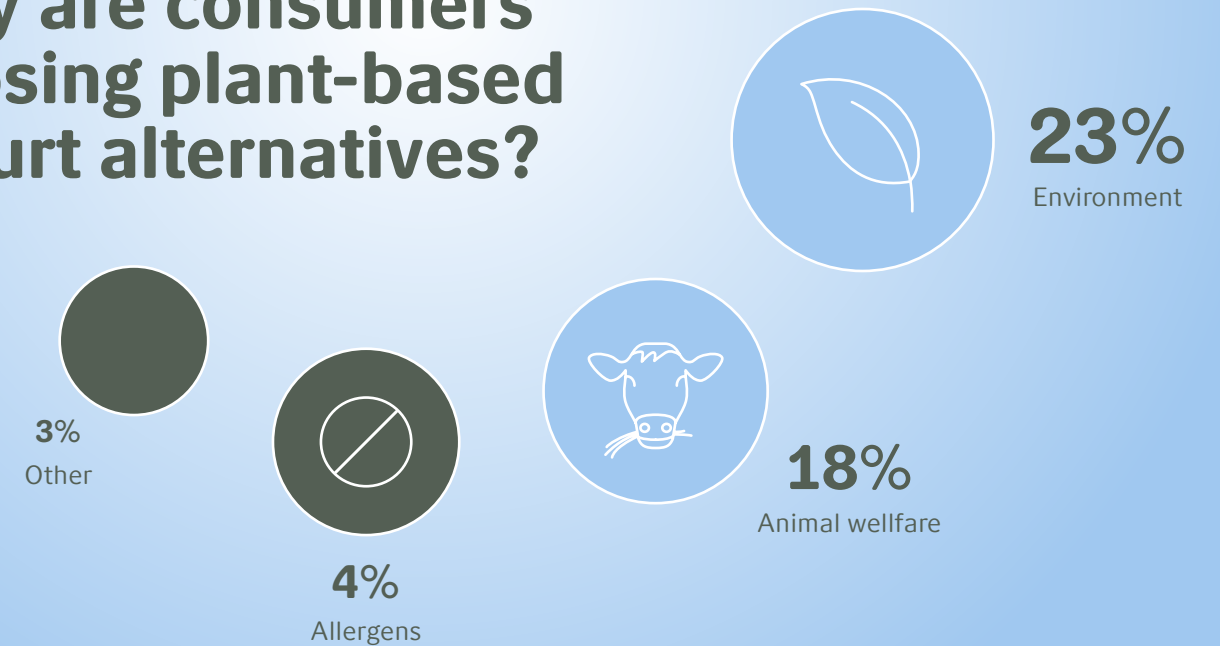
What motivates consumers to try plant-based dairy and yogurt alternatives?

In our studies, we've found that when it comes to yogurt alternatives, **49%** of consumers who eat plant-based alternatives choose this food specifically for health reasons. But only **29%** are motivated by health when it comes to dairy alternatives in general.

Other factors that motivate consumers to choose plant-based yogurt alternatives are taste and digestion, both of which are somewhat more important to these consumers than environment and animal welfare.



Why are consumers choosing plant-based yogurt alternatives?

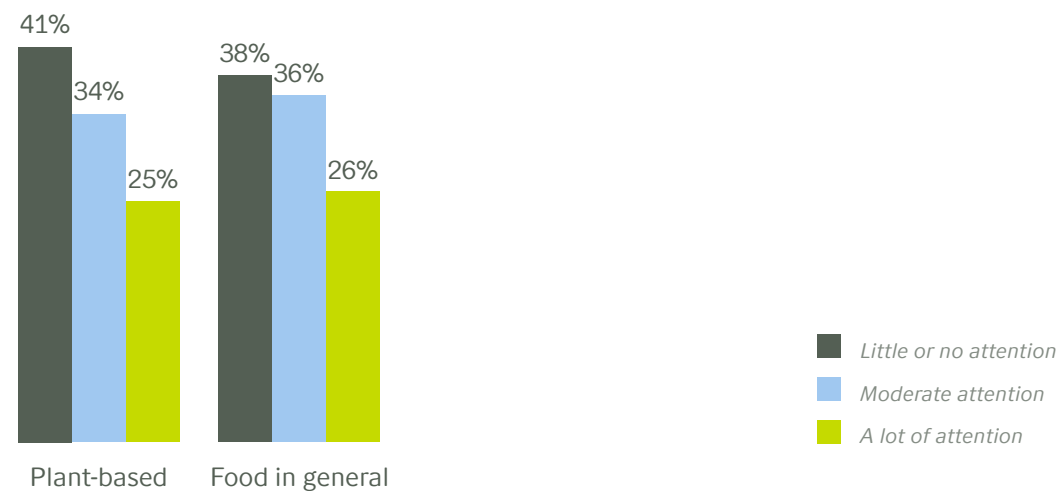


Do consumers check the label for nutritional facts?

Regardless of whether consumers are buying plant-based or conventional foods, more than half of consumers pay some or a lot of attention to ingredients and nutritional facts.

62% pay attention to food labels in general and **59%** pay attention to plant-based food labels.

Level of attention paid to ingredients and nutritional facts



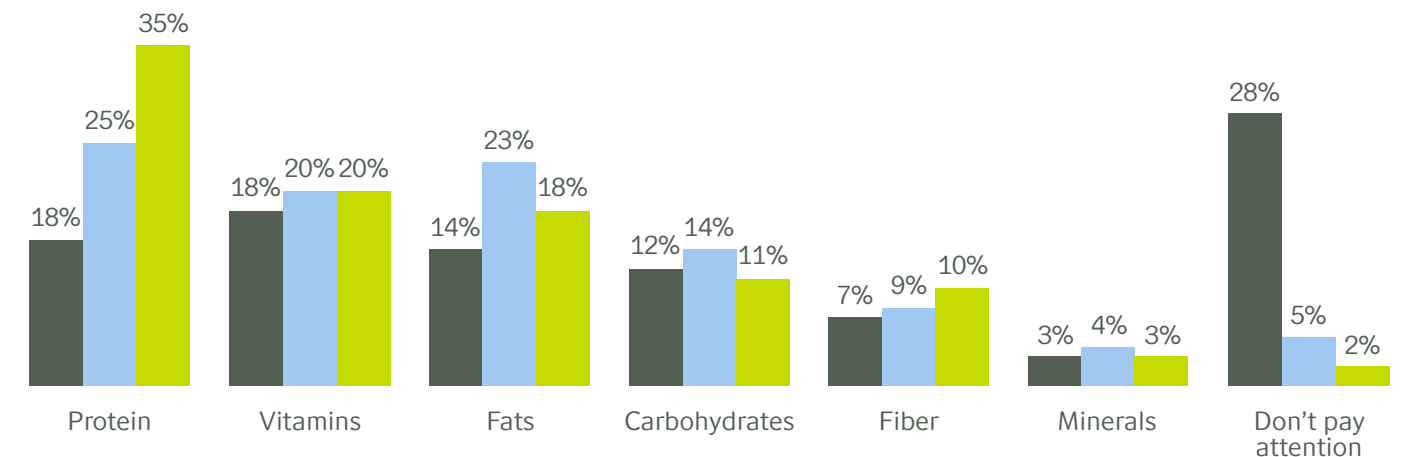
Which nutritional facts on the label matter most?

Plant-based consumers turn to plant-based yogurts for health, but some nutritional facts are valued more over others in plant-based dairy alternatives.

According to our studies, protein content is the most relevant nutritional fact for consumers: **35%** pay a lot of attention to it while **25%** pay some attention.

Vitamins and fat are also important facts at **40%** and **41%**, respectively.

Most relevant nutritional facts



Is high-protein a relevant claim?

According to Mintel, the most used claims for new spoonable yogurt alternatives in 2021 was **vegan/no animal ingredients**, **low/no/reduced allergens** and **plant-based**.

But these more general claims do not relate to any specific nutritional attributes.

High/added protein ranks 16 on the claims list for new product launches in 2021, representing 14.3% of launched products.

Other nutritional claims like vitamin/mineral fortified, added calcium, and no/low/reduced fat are very similarly ranked, but these claims are less important to consumers than protein, according to our study.

Mintel also reports that new product launches with high/added protein claims in spoonable yogurt alternatives has surged by 17.6% from 2017-2021, indicating a steady growth for the high-protein yogurt alternatives space.



People want protein

Protein is essential to good health. That's why local many administrations have made guidelines for daily intake.

The U.S. Food & Drug Administration recommends 50 g of protein per day and the European Food Safety Authority suggests 0.83 g per kg of body weight per day for adults.

As consumers are craving protein, plant-based food manufacturers too must think about how to fortify their foods.

Soy and **pea** protein are good options for protein fortification because they are easily available.

Also, our studies indicate that where **30%** of consumers choose soy as their preferred source of protein, pea is gaining traction fast with **24%** of consumers preferring this as their plant-protein source today.



You can't compromise on the sensory experience

Formulating yogurt alternatives with a higher protein content can be challenging because you often end up with a disappointing texture, which is a huge contributor to the overall sensory experience.

In fact, our studies show that texture is the second reason for not choosing a plant-based yogurt alternative over traditional dairy yogurt among consumers who do not consume plant-based yogurt alternatives.

According to Mintel, **3.9%** of spoonable plant-based yogurts launched in 2020 promoted the smoothness of their products. In 2021, the smoothness position almost doubled with **6.6%** now including the smoothness in their promotion.



What's the solution?

Our studies have found that 60% of plant-based yogurt alternative consumers believe there is room for texture improvement in traditional low-protein products. But that's a challenge for high-protein yogurt alternatives, because it's technically difficult to include more protein and get the desired texture.

So while there are health benefits to achieve, there are also sensory barriers to overcome for your brand to reach its market potential.

Novozymes can help you promote better nutrition and a more appealing texture in your plant-based yogurt alternatives.

Learn more at

**[www.novozymes.com/en/products/
plant-based-foods/plant-based-dairy/
vertera-smooth](https://www.novozymes.com/en/products/plant-based-foods/plant-based-dairy/vertera-smooth)**



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Novozymes is the world leader in biological solutions. Together with customers, partners and the global community, we improve industrial performance while preserving the planet's resources and helping build better lives. As the world's largest provider of enzyme and microbial technologies, our bioinnovation enables higher agricultural yields, low-temperature washing, energy-efficient production, renewable fuel and many other benefits that we rely on today and in the future. We call it Rethink Tomorrow.

Novozymes A/S

Krogshoejvej 36
DK-2880 Bagsvaerd
Denmark

Tel. +45 4446 0000

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