

Discover your *edge*

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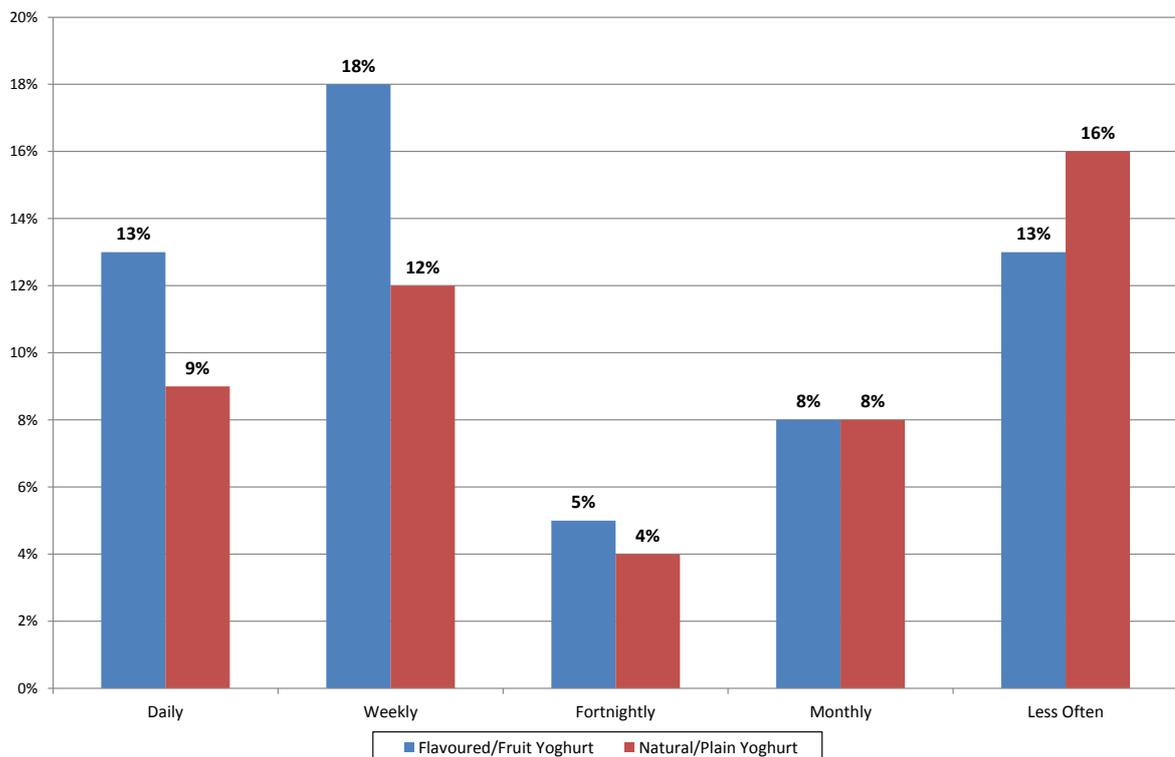
Yoghurt lovers: frequently fruity but naturally rising

Strawberry, bush honey, caramel, vanilla bean, blueberry, lemon, coffee: the range of flavoured yoghurts available in Australian supermarkets is overwhelming. But over the last five years, our yoghurt consumption habits have shown a gradual but undeniable shift away from flavoured or fruity yoghurts and towards natural/plain yoghurts. Roy Morgan investigates...

In the year to March 2014, 59% of Australians aged 14+ were found to have consumed flavoured or fruit yoghurt in the last 12 months, down from 65% in 2010. On the other hand, those who consumed natural or plain yoghurt increased from 47% to 51% in the same period.

Notwithstanding the overall decline in consumption, 31% of Australians still consume flavoured/fruit yoghurt on a daily or weekly basis — whereas a significantly lower proportion of Australians (21%) eat natural/plain yoghurt with the same kind of frequency, despite more of them eating than they were five years ago.

Australians' consumption frequency of flavoured/fruit vs natural/plain yoghurt, last 12 months



Source: Roy Morgan Single Source, April 2013-March 2014, n=19,084. **Base:** Australians 14+

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Angela Smith, Group Account Director - Consumer Products, Roy Morgan Research, says:

“Although consumers of flavoured/fruit yoghurt still outnumber those of natural/plain yoghurt, the trend for flavoured/fruit yoghurt is declining while natural/plain yoghurt is increasing. This may be related to growing public awareness of the high sugar content of flavoured yoghurts or part of a larger trend towards consuming more natural foods in general.

“However, despite the growing number of Australians consuming natural/plain yoghurt, they’re consuming it far less frequently than those who eat flavoured/fruit yoghurt.

“Using Roy Morgan’s revolutionary new profiling tool, [Helix Personas](#), we can now understand, locate and target the differences between plain and flavoured yoghurt consumers.

“For example, 75% of [‘Rural Traditionalists’](#) consumed flavoured/fruit yoghurt in the last 12 months (well above the national average). Usually older married couples, living in rural areas and earning average income (if they’re not already retired), many Rural Traditionalists would like to lose weight, but are not so concerned about it that they’d forego their favourite flavoured yoghurt.

“On the other hand, 65% of [‘New School Cool’](#) ate natural/plain yoghurt: again, well above average. These well-educated, high-earning individuals are active and health conscious, and would be well aware of natural yoghurt’s dietary advantages.

“To grow their brand in this increasingly competitive market, yoghurt companies need to stay abreast of these distinct trends and changes in Australians’ yoghurt consumption habits.”

For comments or more information please contact:

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Related research reports

View our [Yoghurt Profiles](#), including our [Flavoured/Fruit Yoghurt Consumers Profile](#) and our [Natural/Plain Yoghurt Consumers Profile](#). These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

[Find out more about Helix Personas](#)

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

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In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

| Sample Size | Percentage Estimate | | | |
|-------------|---------------------|------------|------------|-----------|
| | 40%-60% | 25% or 75% | 10% or 90% | 5% or 95% |
| 5,000 | ±1.4 | ±1.2 | ±0.8 | ±0.6 |
| 7,500 | ±1.1 | ±1.0 | ±0.7 | ±0.5 |
| 10,000 | ±1.0 | ±0.9 | ±0.6 | ±0.4 |
| 20,000 | ±0.7 | ±0.6 | ±0.4 | ±0.3 |
| 50,000 | ±0.4 | ±0.4 | ±0.3 | ±0.2 |

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