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# Yogurt: United States

December 2017



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# About This Report

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## Scope & Method

This report forecasts US refrigerated yogurt retail sales in pounds and nominal US dollars to 2021. Total retail sales are segmented by product in terms of:

- spoonable
- drinkable

Shelf-stable and frozen yogurt products are excluded from shipment and retail sales figures.

Total shipments of nonfrozen yogurt in nominal US dollars at the manufacturers' level are also forecast to 2021.

To illustrate historical trends, total retail sales, total shipments, and the various segments are provided in annual series from 2006 to 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Yogurt: United States* (FF10052) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications

## About This Report

- syndicated retail sales-tracking data through selected US retail outlets
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 5 | Industry Codes Related to Yogurt

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Classification	
311511	Fluid Milk Manufacturing	2023	Dry, Condensed, and Evaporated Dairy Products
311514	Dry, Condensed, and Evaporated Dairy Product Mfg	2024	Ice Cream and Frozen Desserts
311520	Ice Cream and Frozen Dessert Mfg	2026	Fluid Milk

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Global Food Processing Machinery*, September 2017

*Food & Beverage Natural Colors Market in the US*, July 2017

*Food & Beverage Hydrocolloids Market in the US*, May 2017

*Cups & Lids*, August 2016

#### Freedonia Focus Reports

*Beverages: United States*

*Cheese: United States*

*Dairy Products: United States*

*Frozen Foods Retail: United States*

*Ice Cream & Frozen Desserts: United States*

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### Trade Publications

*Beverage Industry*

*Dairy Foods*

*Dairy Reporter*

*Food Business Review*

*Food Technology*

*FoodNavigator-USA*

*Supermarket News*

### Agencies & Associations

American Cheese Society

American Dairy Products Institute

International Dairy Foods Association

National Milk Producers Federation

United States Census Bureau

United States Department of Agriculture

United States International Trade Commission

US Dairy Export Council