



**Euromonitor
International**

Yoghurt and Sour Milk Products in the United Kingdom

August 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sour milk products the standout category in 2025 as consumers look for naturally healthy options

Danone leads as functional innovation gains ground while Arla sees strong showing

Supermarkets lead as online platforms expand their reach

PROSPECTS AND OPPORTUNITIES

Premium formats and gut health trends set to support growth

Yoghurt innovation set to continue as families seek nourishment and transparency

Single-serve formats and category blurring expand yoghurt's role in daily diets

CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025

Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025

Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025

Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025

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Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025

Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025

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Dairy Products and Alternatives in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

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Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

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Table 17 - Penetration of Private Label by Category: % Value 2020-2025

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/yoghurt-and-sour-milk-products-in-the-united-kingdom/report.