

# What is Your Consumer Looking for?

*Yogurt has been consumed for hundreds of years, but what is in yogurt that consumers actually needed? If you want to make consumer fall in love with your yogurt, take a look at this practical paper!*

## Yogurt Market

The total global retail value for all type of yogurt in 2015 reached \$78 billion, according to Euromonitor data. This rate is still increasing as the compound annual growth rate (CAGR) from 2011 to 2016 was 7.2% and is projected to continue rising during 2016-2021 at a CAGR of 5.3%. The global yogurt market is mainly driven by the rising of awareness of consumer on health benefit. Moreover, the demand of eating dairy product of lactose intolerant people is also increased.



\*Global Yogurt Sales ; 2015

## Texture and Appearance are Main Important Factors

The results from our research show that texture and appearance are key factors in consumer choice. The other factors such as flavor, taste, mouthfeel, and aftertaste are also considered.

Texture was the dominant factor, in particular smoothness, thickness and melt in mouth. SMS food

specialists can recommend suitable innovative starch to design your yogurt as consumer's preferences. With our special functional starch, we also help you create a new unique yogurt product with no one done before!



**Poor Quality**  
Light Texture  
Not spoonable



**Good Quality**  
Viscous Texture  
Good Mouthfeel  
Spoonable

## Capture the Consumer's Heart

Consumers are always seeking healthier choices. Thus, it is important to focus on nutrition of yogurt. High protein, low fat, low lactose, and low sodium are needed in healthy yogurt.

## High Protein Yogurt

Greek Yogurt is most popular at the moment. It contains high protein content and level of sugar, which more attractive than regular yogurt. The process to make Greek yogurt is similar to stirred yogurt, but the yogurt is concentrated by centrifugal separator.

Thick and creamy are the texture that consumers love. SMS's innovative starch, **KREAMERY Series** and **KREATION® Y910** provide outstanding benefits in yogurt as rich, creamy, and glossy texture, withstand high process tolerance, bland taste and non-GMO



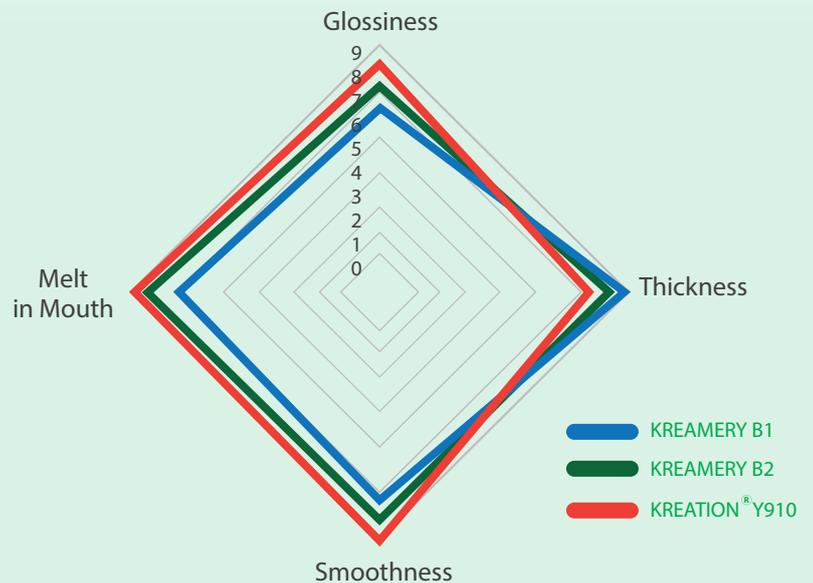
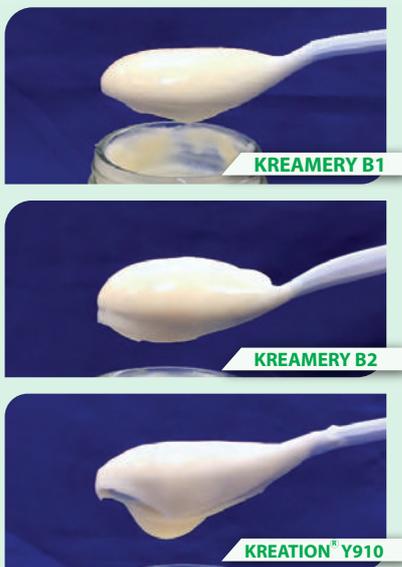
## Low Fat and Low Sugar Yogurt

If your customer are looking forward to reduce fat in their diet. Low fat and non-fat yogurt are a better choice. Low-fat and non-fat yogurt were made from reduced fat milk (0.5 - 3.0 % of fat) and fat-free milk (less than 0.5 % of fat). Normally, consumers do not only concern with the health impact of fat intake, but also try to decrease their sugar intake.

KREAMERY B1	KREAMERY B2	KREATION® Y910
Mild Acidity Moderate Process	High Acidity High Process	High Acidity Extreme Process

As fat and sugar are greatly contribute to mouthfeel, the reduction of them could impact the consistency as well as change the flavor perception of yogurt.

Creamy, rich and smooth are the qualities that your consumers expected. Choosing the right ingredients can help you produce the yogurt that meet customer requirements.



SMS's innovative starches have been developed for all types of yogurt which can improve texture, enhance mouthfeel, reduce sugar usage, caseinate replacement, and used as stabilizer

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Innovative Starch  
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