

Yoghurts



THE FLAVORS *of the market*

Top 5 flavors of spoonable, drinking and plant-based yogurts launched in Europe

between January 2024 and December 2025



STRAWBERRY

1.



VANILLA

2.



MANGO

3.



CRANBERRY

4.



RASPBERRY

5.



UP-AND-COMING FLAVORS IN 2025



MANGO



BANANA

Top 5 flavors of ultra-fresh individual desserts launched in Europe

between January 2024 and December 2025



1.

CHOCOLATE



2.

CHEESECAKE



3.

VANILLA



4.

CARAMEL



5.

TIRAMISU



Up-and-coming
flavors in 2025



VANILLA



CARAMEL



RASPBERRY



LEMON

Latest developments in the market for *yoghurts*

Today's market for ultra-fresh yogurts and desserts is at the crossroads of **pleasure**, **health** and **convenience**. Long seen as an everyday category, it has now become a way to indulge without excess, in an economic context where **consumers seek both comfort and budget control**.

Consumption habits bear witness to a **strong integration** into the **daily lives of the French** and Europeans. Yoghurts and ultra-fresh desserts are no longer limited to the after-meal treat: they now appear at **breakfast**, as a **snack**, or even as a **meal replacement**.

Innovation focuses on recipes that are **more natural**, **high in protein** or **probiotics**, but also on **new sensory experiences**.

The market nevertheless faces **several challenges**: **competition from ice cream**, increasingly seen as an **indulgent alternative**; pressure on **production costs**; and rising expectations around **transparency**, **origin** and **sustainability**. Consumers want to know what they're eating, where the ingredients come from and how they're made.

Have you *spotted these?*

Indulgent treats still king of the ultra-fresh aisle

Indulgence remains a key driver of the yoghurt and ultra-fresh desserts **market**. Even though **health** and **naturalness** now guide the majority of choices, **taste continues to be the primary purchasing criterion**.

Consumers are above all looking for **pleasure** products, capable of offering a **moment of comfort** at any time of the day. Brands are working on **sensory appeal**, with **creamier** recipes, **multiple textures** (coulis, chips, crunchy, mousse) and **more intense or original flavor combinations**.

La Laitière offers strawberry yogurt, peach yogurt and mango yogurt.



COMPANY	Nestlé
BRAND	La Laitière
LAUNCH	France, August 2025

La Laitière perfectly illustrates this trend towards indulgence with a new range of **fruit-rich yogurts**, made with 50% pulp for a **more intense, tasty experience**. Three emblematic flavors have been chosen: **strawberry**, a safe and **comforting** classic; **peach**, for its **soft and generous** profile; and **mango**, a **more modern** and **exotic** flavor that is winning over a growing number of consumers.

Flavored rice pudding – hazelnut rolls



COMPANY	Molkerei Alois Müller
BRAND	Müller
LAUNCH	Poland, October 2025

For Christmas 2025, Müller is focusing on gourmet delights with a **comforting dessert** inspired by a very popular pastry: **hazelnut rolls**. This creamy rice pudding combines the sweetness of milk with a fragrant preparation reminiscent of the famous brioche rolls.

Yogurt shifts into performance mode

The protein yoghurt trend is part of a context in which **consumers are seeking products that are healthy, convenient and nutritious**.

Long appreciated for its **diversity of tastes and textures**, yogurt is now perceived as an ally of **well-being and performance**.

Since the COVID-19 pandemic, the focus on health and **nutritional intake** has intensified, prompting many consumers to favor **protein-rich** foods.

In recent years, there has been an increasing number of launches of **high-protein** and **protein-enriched** yogurts, in both drinkable and spoonable versions.

This dynamic also extends to **plant-based yoghurts**, which are experiencing **significant growth**. Brands and retailers are now putting **protein content** at the heart of their communications.

Protein yogurt flavored with mango and passion fruit



COMPANY	Morrisons
BRAND	Morrisons
LAUNCH	United Kingdom, September 2025

Morrisons expands its yogurt range with a **high-protein, fat-free** version, combining yogurt with an **exotic coulis of mango, passion fruit and papaya**. Each serving provides 12 g of protein, ideal for maintaining muscle mass while enjoying a light and fruity dessert.

Strawberry-flavored protein yogurt



COMPANY	Danone
BRAND	Danone Hypro
LAUNCH	Spain, September 2025

Danone strengthens its YoPRO range with a new and improved strawberry yogurt recipe. Each jar contains 11g of **complete protein** and all **9 essential amino acids**, plus **magnesium** and **vitamin B9** to help **reduce fatigue**.

Plant-based becomes a territory of responsible innovation

The **plant-based** trend is emerging as a **major driver** of innovation in the European yogurt and ultra-fresh dessert market.

Alternatives to animal milk based on soy, oats, coconut, or almonds are multiplying, with recipes that are more indulgent and better balanced.

Brands are enhancing the **nutritional quality** of these products by **enriching them with protein, calcium, or vitamins**, while highlighting **naturalness, lactose-free claims** and **vegan labels**.

However, **taste** and **texture** remain obstacles to be overcome, pushing manufacturers to innovate towards more indulgent recipes and simple, sustainable ingredients.

Yogurt and plant-based milk made from oats or soy, flavored with chocolate, strawberry and vanilla



COMPANY	Alpro
BRAND	Alpro Kids
LAUNCH	United Kingdom, July 2025

Alpro is launching a plant-based range dedicated to children, combining **deliciousness** and **nutrition** to raise awareness of **plant-based products** among younger consumers. **Enriched with calcium and vitamins**, these oat or soy-based recipes (chocolate, strawberry, vanilla) contain up to **30% less sugar**. **Lactose-free** and **additive-free**, they offer a **healthy, sustainable alternative** to conventional dairy products.



Yogurt, the new ally of intestinal balance

Intestinal health is emerging as a growing priority among European consumers, who now associate yogurt with a **truly functional food**. Thanks to their **probiotics** and **beneficial bacteria**, yogurts are seen as a simple, natural way to support **intestinal flora balance and overall well-being**.

High-fiber yogurt with whole grains, flavored with kiwi.



COMPANY	Danone
BRAND	Activia
LAUNCH	France, October 2025

With its new Kiwi & Whole Grains recipe, Activia strengthens its positioning around **digestive wellness**. This yogurt combines **probiotics, calcium** and **fiber** from whole grains to support everyday **intestinal comfort**. Its creamy texture and real fruit pieces make it both a **healthy and indulgent** choice.

Fermented yogurt flavored with strawberry



COMPANY	Arla Foods
BRAND	Arla Cultura
LAUNCH	United Kingdom, October 2025

Arla expands its **well-being range** with Cultura Strawberry, a **fermented yogurt** designed to support intestinal health. **It is rich in calcium, fiber, protein and vitamin D**. Lactose-free, it combines creaminess with fruity sweetness, delivering an **indulgent experience** while supporting **healthy digestive and immune function**.

Don't miss out on these *other launches this year!*

From Paris-Brest to Snickers : yogurt reinvents the classics

In France, a strong trend is taking shape around the combination of **biscuits/pastries** and **yogurts**.

Yogurts flavored with Paris-Brest, Framboisier and tiramisu



COMPANY	Danone
BRAND	Danette
LAUNCH	France, Avril 2025

Danette revisits the great classics of French patisserie with its **Liégeois Pâtissier range**. Three recipes inspired by **iconic desserts**: **Paris-Brest** (praline cream choux ring), **Framboisier** (raspberry layer cake) and **Tiramisu**. A creamy texture and generous whipped cream, reminiscent of **the pleasure of a homemade dessert**.

Yogurts flavored with Mars, Snickers and Twix



COMPANY	Danone
BRAND	Danette
LAUNCH	France, October 2025

Danette has teamed up with the Mars group for an **ultra-indulgent collection** featuring three cult flavors: **Mars**, **Twix** and **Snickers**. These desserts combine Danette's signature creamy texture with **the caramel, biscuit and peanut notes** that have made the famous chocolate bars so successful. A collaboration built on **nostalgia** and the **intensity of taste**.



OUR *portfolio*

Our flavors
to capture the
trends



CARAMEL
Natural flavour
AMC9125



CHOCOLATE
Natural flavour
AMC9761



BISCUIT & CINNAMON
Natural flavour
AMB1020 - AMC9957



PISTACHIO
Natural flavour
AMP2420



PEACH & PASSION
Natural flavour
AMP9722 - AMP4418



CRANBERRY
Natural X flavour
AMC0000



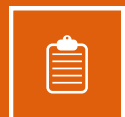
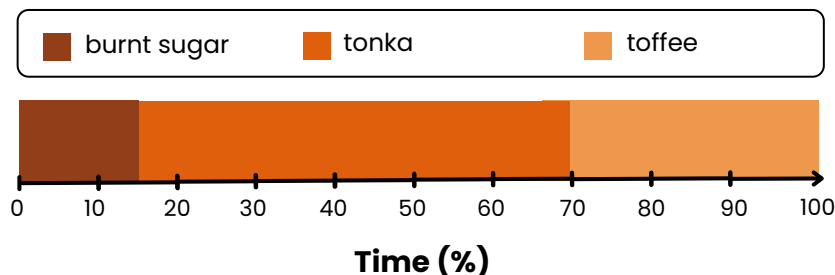
Request a sample

AMC9125 CARAMEL NATURAL FLAVOUR

PROFILE

Warm & gentle, it evokes the **comforting** essence of **creamy** caramel **confectionery**, offering an authentic & recognizable **tonka** & **salted butter** flavour.

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 36 MONTHS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$74.00
20 kg	\$64.00
40 kg	\$54.00
100 kg	\$45.90
200 kg	\$43.20
400 kg	\$40.50
1000 kg	\$37.80



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



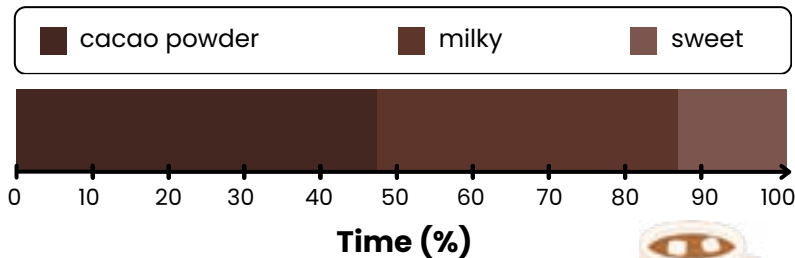
Manufactured in Sydney
5-day lead time (+transit)

AMC9761 CHOCOLATE NATURAL FLAVOUR

PROFILE

This flavor, infused with the taste of **chocolate powder**, is the ideal choice for those who adore **sweet treats**. Its creamy undertones evoke **childhood memories**, offering a **rich & milky** experience.

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS



DOSAGE IN YOUR PRODUCT

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- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS



PO	\$/kg
10 kg	\$68.00
20 kg	\$58.00
40 kg	\$48.00
100 kg	\$40.80
200 kg	\$38.40
400 kg	\$36.00
1000 kg	\$33.60



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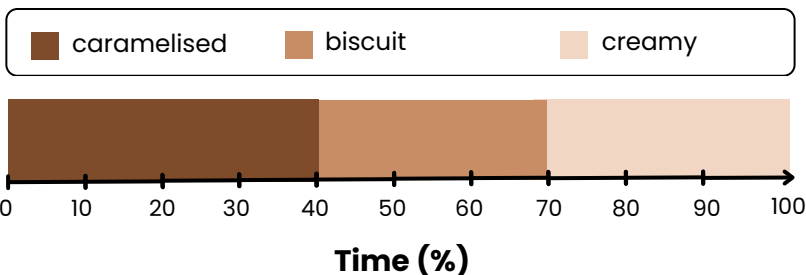
Manufactured in Sydney
5-day lead time (+transit)

AMB1020 BISCUIT NATURAL FLAVOUR

ABOUT

This biscuit profile has a freshly baked “**Petit Beurre**” texture complemented by a subtle **caramelized** undertone for a perfect blend of warmth & **nostalgia**

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & **AUSTRALIAN-MADE**



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 36 MONTHS

DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$74.00
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1000 kg	\$37.80



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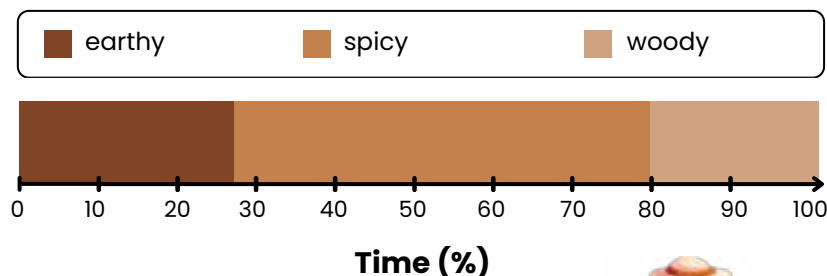
Manufactured in Sydney
5-day lead time (+transit)

AMC9957 CINNAMON NATURAL FLAVOUR

PROFILE

Cinnamon is a **spice** prized for its **unique** taste, it is **sweet, warm** & slightly **spicy**. It comes from the inner **bark** of certain trees & is used in many type of desserts & treats in different cultures.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS



PO	\$/kg
10 kg	\$68.00
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From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



Manufactured in Sydney
5-day lead time (+transit)

NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
DIACETYL, GLUTEN, GMO & SUGAR

KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE

CARRIER: MPG
WATER SOLUBLE & HEAT STABLE

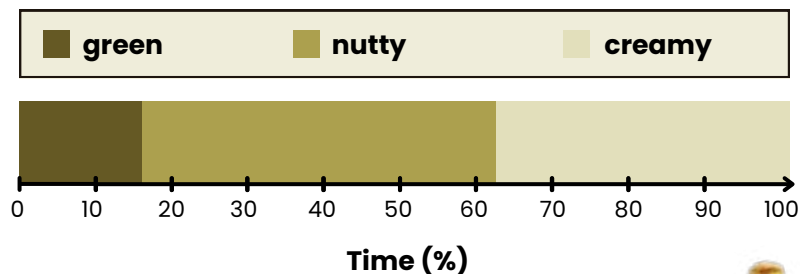
LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 18 MONTHS

AMP2420 PISTACHIO NATURAL FLAVOUR

FLAVOUR & APPLICATION

Rediscover the **pleasure** of this Middle East & Mediterranean nut. It recently made a big come back on supermarket shelves due to its **green, nutty & creamy** notes perfect for **spread, pastry or bars!**

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, GLUTEN, GMO & SUGAR

KOSHER & HALAL
VEGAN & AUSTRALIAN-MADE

CARRIER: MPG
WATER SOLUBLE & HEAT STABLE

LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 10 MONTHS

DOSAGE IN YOUR PRODUCT

- 0.1% Protein milk, smoothie
- 0.2% Yogurt (dairy & vegan)
- 0.3% Ice cream & toppings
- 0.4% Bakery, cake, bars, cereals
- 0.5% Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$58.00
20 kg	\$48.00
40 kg	\$38.00
100 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



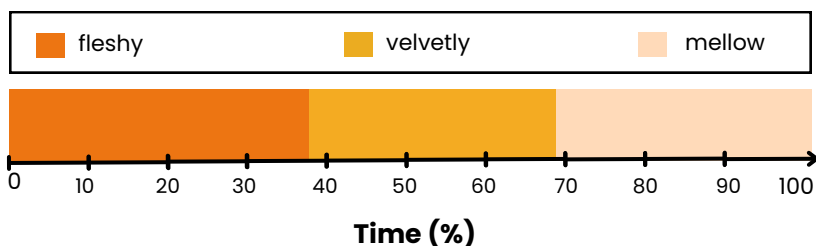
Manufactured in Sydney
5-day lead time (+transit)

AMP9722 PEACH NATURAL FLAVOUR

PROFILE

Packed with **juicy** flavour and a hint of **sunshine**, this peach taste brings the perfect balance of **sweetness** and **freshness**. Like biting into a perfectly **ripe** peach on a warm day

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
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- 0.5%  Confectionery

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1000 kg	\$26.60



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



Manufactured in Sydney
5-day lead time (+transit)



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS



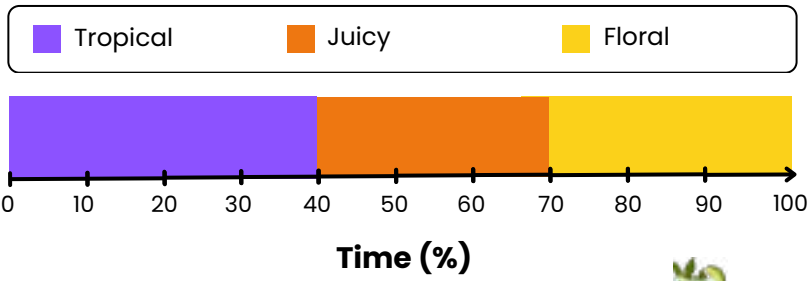
AMP4418 PASSIONFRUIT NATURAL FLAVOUR



PROFILE

A burst of tangy sweet **tropical** flavour. Evoking lush rainforests, each bite is refreshing & **juicy**, leaving you craving for more of its **exotic** essence

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

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Manufactured in Sydney
5-day lead time (+transit)

NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, GLUTEN, GMO & SUGAR

KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE

CARRIER: MPG
WATER SOLUBLE & HEAT STABLE

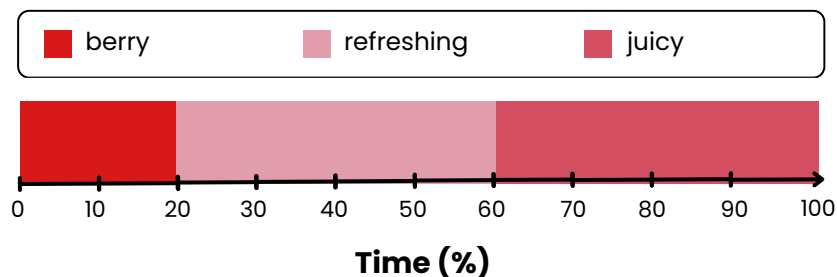
LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS

AMC0000 CRANBERRY NATURAL FLAVOUR

PROFILE

The cranberry is originally from the **northern hemisphere**. Its a tough & resistant **berry** that will **refresh** you with its **sweet** & **juicy** flavour

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
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From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



Manufactured in Sydney
5-day lead time (+transit)

NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
DIACETYL, GLUTEN, GMO & SUGAR

KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE

CARRIER: MPG
WATER SOLUBLE & HEAT STABLE

LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 12 MONTHS



www.metarom.eu

contact us

