

Case study



INVESTING IN BRANDS FOR CATEGORY LEADERSHIP

Our yoghurt brands are an attractive portfolio for growth, and our investments have resulted in category leadership in yoghurts and desserts in the Australian grocery channel.¹

We have four yoghurt brands: Farmers Union, Yoplait², Dairy Farmers Thick & Creamy, and YoGo. Each brand has a role in the portfolio, from great tasting affordable flavoured yoghurt for Aussie families with Yoplait, to the versatile, smooth and creamy Greek style yoghurt of Farmers Union. Each offers excellent growth prospects, margins, and sustainable competitive advantages in its respective roles. Through targeted investment, they have achieved impressive market growth, with Yoplait witnessing a significant increase of 9.4%, Farmers Union +11.9%, and Dairy Farmers +7.2% in retail sales value.³

Growth is realised through multiple initiatives and supported by our category and brand management capability, consumer insights, R&D expertise and consumer advertising. The introduction of Yoplait YOP pouches expanded our presence into the kid's pouch segment, while the launch of new Yoplait and Farmers Union products targeted consumer interest in the high protein and lactose-free segments. We launched

a new Farmers Union marketing campaign that celebrated the taste and versatility of our product, and our partnerships with retailers on promotional activities contributed to our growth and market share, as Yoplait cemented its position as the #1 Yoghurt for Australian Families.⁴

We progressed packaging sustainability and innovation, with the majority of yoghurt tubs produced in Morwell transitioning to a fully recyclable material that also offers improved pack functionality for consumers.

¹ Circana Total Yoghurt and Desserts, AU Total Grocery Unweighted, Value and Volume Share of Category, MAT 11/06/2023

² Yoplait is sold under licence

³ Circana Total Yoghurt and Desserts, AU Total Grocery Unweighted, Value Growth % v YAGO, MAT 11/06/2023

⁴ Circana Yoghurt and Desserts IHP (Home Panel), AU Families, Value and Volume Share of Category, MAT 21/05/2023.

