



May 06, 2020 08:55 BST

Shoppers opting for Müller Corner yogurts during lockdown

Müller Bliss Mascarpone Style Yogurt sales also +150% versus previous eight weeks

Driven by their desire for great tasting food, shoppers are buying more Müller Corner yogurts during the UK Government's Covid-19 lockdown

restrictions.

Müller, the nation's favourite yogurt brand[1], has seen sales of Müller Corner products surge by 14% throughout March and April, compared with January and February.[2] In the latest four week period, shoppers purchased more Müller Corners than any other time in the last three years[3].

The business has also seen sales of Müller Bliss Mascarpone Style Yogurt, which is an indulgent Italian inspired yogurt that launched in October 2019, up +150% versus the previous eight weeks[4].

Müller Bliss, which is the dairy company's indulgent yogurt brand, was the fastest growing yogurt brand in 2019 with volume growth +32%[5]. It has continued to perform strongly in 2020, with year to date volume growth +42%[6].

Throughout March and April, overall yogurt sales were +3%[7], compared with January and February.

According to research by Kantar, when asked what the most important factor was when buying a yogurt, 64.4% said that it was taste. The second most popular answer, was health benefits (26.8%)[8].

Bergen Merey, Chief Executive Officer at Müller Yogurt & Desserts said:

“It appears that during this difficult period for the nation, people are looking for the familiarity of well-known and trusted brands. That's perhaps why we're seeing sales of our famous Müller Corner, the number one yogurt brand in the category[9], at the highest they've been in years.

“While we fully recognise the importance of trends towards gut health and the immune system, shoppers are telling us that health and happiness actually go hand in hand. Sales of our most indulgent yogurt, Müller Bliss Mascarpone Style Yogurt, are up +150% during lockdown, and the overall Bliss brand continues to surge in popularity.

“As we continue to do everything we can to help feed the nation, we're grateful to shoppers for continuing to put their trust in Müller. They are determined to provide food for their families which can help add taste to life, and with our Müller Corner and Müller Bliss products, this is what we are delivering.”

[1] Brand Footprint – UK/FMCG - <https://www.kantarworldpanel.com/brand-footprint-ranking/#/explore-the-data?type=brand->

[2] Nielsen data 8 weeks to April 18th 2020 vs 8 weeks to Feb 22nd 2020

[3] Nielsen w/e April 18th 2020

[4] Nielsen data 8 weeks to April 18th 2020 vs 8 weeks to Feb 22nd 2020

[5] Nielsen 2019 calendar year. Of all brands with 1% share or more of the yogurt market

[6] Nielsen year to date, to April 18th 2020

[7] Nielsen data 8 weeks to April 18th 2020 vs 8 weeks to Feb 22nd 2020

[8] Kantar, 52w/e Jan 2020 and *104 w/e Jan 2020

[9] Nielsen 12 w/e 21 March 2020

Müller UK & Ireland is wholly owned by Unternehmensgruppe Theo Müller which employs 24,000 people throughout Europe. In the UK, Müller develops, manufactures and markets a wide range of branded and private label dairy products made with milk from 1,600 farmers in Britain.

The Müller brand is ranked at No.12 in The Grocer's Top 100 list of Britain's Biggest Brands, and is also the 8th most chosen brand in the UK, picked from shelves more than 217 million times each year. Müller UK & Ireland comprises three business units:

Müller Milk & Ingredients is Britain's largest producer of branded and private label fresh milk, cream, butter and ingredients products, with a network of dairies and depots servicing customers throughout the country.

Müller Yogurt & Desserts is the UK's leading yogurt manufacturer responsible for major brands like Müllerlight, Müller Corner and Müller Rice. It produces chilled desserts under licence from Mondelez International and supplies the UK private label yogurt market from a dedicated, state of the art yogurt facility.

Milk & More delivers daily essentials to more than 500,000 homes in England, via a network of 53 local fulfilment centres. The milkman is arguably the original home delivery service and Milk & More is ensuring that this great British tradition continues to flourish.

Müller is an Official Supporter of British Athletics and Athletics Ireland and is a title partner for 12 world-class events throughout 2020, 2021 and 2022. Müller aims to add taste to life and inspire people to live happier and healthier lifestyles.

Contacts



Jack Gorman

Press Contact

Communications Manager: Trade & Brands

jack.gorman@muller.co.uk