

# WHO COMES OUT ON TOP: KEFIR OR GREEK YOGURT?

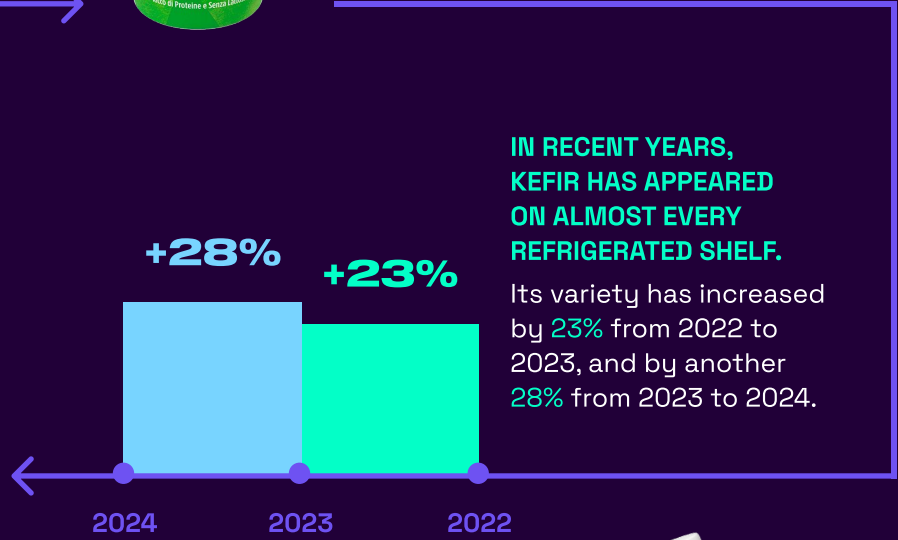
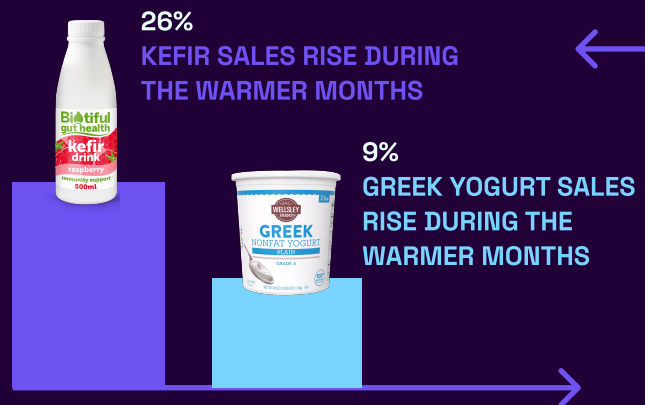


KEFIR IS A CREAMY BEVERAGE WITH A TEXTURE THAT RESEMBLES A BLEND OF MILK AND YOGURT.

Unlike Greek yogurt, kefir is packed with more probiotics and contains less lactose.

## AND WHAT ABOUT GREEK YOGURT? IT NOW HAS A NEW COMPETITOR!

Both products tend to sell better in the summer (perhaps because we're more conscious of our figures with swimsuit season approaching?)



IN RECENT YEARS, KEFIR HAS APPEARED ON ALMOST EVERY REFRIGERATED SHELF.

Its variety has increased by 23% from 2022 to 2023, and by another 28% from 2023 to 2024.

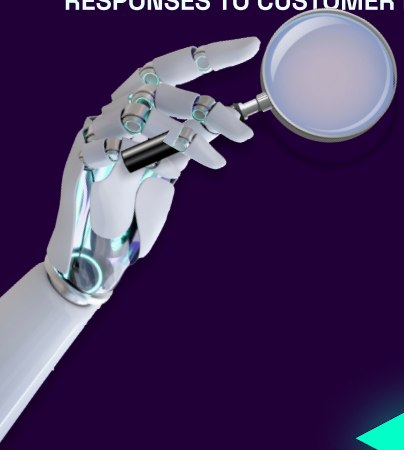
Could it be that kefir offers more convenient formats, like drinkable options, making it versatile and easy to take on the go?



Perhaps Greek yogurt should consider expanding its range with "on-the-go" alternatives?

When it rains, sales drop for both products:

WEATHER, SEASONALITY, PRODUCT ASSORTMENT, AND PROMOTIONS ARE JUST A FEW OF THE VARIABLES THAT AI CAN ANALYZE, ENABLING PRECISE RESPONSES TO CUSTOMER NEEDS.



## WITH DELPHI,

we can process millions of data points to identify market trends and forecast demand based on purchasing behavior.

This allows us to recommend the right quantities to stock on shelves while effectively managing the short shelf life of fresh products, like yogurt!

