Probiotics are live microorganisms when taken properly in adequate quantities provide beneficial effects to the host’s health. Fermented milk is a probiotic aliment as a result of milk fermentation through specific lactic ferments. The regular consumption of this product assists in providing a positive balance of the intestinal microbiota. The objective was to identify the profile of consumers of fermented milk and the main factors involved in buying the product, using a direct descriptive (survey) through structured questionnaires. The interviews were conducted between May and June 2011, with 385 consumers residing in the city of Sete Lagoas – MG. The results indicated that 86% of the interviewees are aware of fermented milk as a product and percentage 53% of those consume the product. When asked about the product concept, 85% of them did not know what probiotics aliments were, although 50% of them make use of fermented milk. Among the consumers of the product, 63% consume with a minimum frequency of once per week, 20.3% knew the concept of probiotic aliments and 50% aimed at prices while deciding which product to purchase. Furthermore, it was possible to detect that the benefits conferred by probiotics are not a decisive factor in the purchase of fermented milk. These results show that although a product is already consumed by a group of people, there is still a demand for marketing strategies based on the benefits of ingesting probiotics in order to increase the consumption of these products.