

# A YEAR OF INNOVATION IN DAIRY & NON-DAIRY DRINKS, 2024

Innovation is pivoting around the themes of nutrient fortification, sugar reduction and, among dairy milk launches in North America, animal welfare.



Neha Srivastava, Senior Patent Analyst - Food & Drink and Beauty & Personal Care



# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Dairy & Non Dairy Drinks

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: innovation focuses on micronutrient fortification

- Consumers show keen interest in micronutrient-fortified dairy drinks
- The rise of micronutrient fortification in dairy drink launches
  - Graph 1: flavoured milk and white milk launches, by share of vitamin/mineral fortified claims 2019-24
- Micronutrients are championed in dairy drink launches

### Europe: plant-based drinks with sugar-free claims remain niche but are slowly edging up

- Consumers need support to control their sugar intake
- Most plant-based drinks promise no added sugar, although zero sugar claims are slowly edging up
  - Graph 2: plant-based drinks (dairy alternative) launches, by share of select sugar claims 2019-24
- Taste, texture and flavour credentials are emphasised in sugar free launches
- Brand renovation/innovation: Rude Health launches a zero sugar variant of an oat drink

## The Middle East & Africa (MEA)

- Flavoured milk launches target kids

## ASIA PACIFIC (APAC)

### Asia: flavoured milk launches aim to deliver immediate wellness benefits

- Consumers want to see better-for-you flavoured milk
- Functional claims continue to emerge in flavoured milk launches
  - Graph 3: flavoured milk launches, by share of select functional claims, 2019-24
- Flavoured milk launches in India offer enticing flavours with nutritional enhancements

### Asia: plant-based launches cut out added sugar content while enhancing the nutritional profile

- Health-conscious consumers in Asia prefer plant-based drinks with low or no sugar content
- Brands position no added sugar plant-based drinks as both healthier and more clean-label
  - Graph 4: plant-based drinks (dairy alternatives) launches, by share of select minus claims, 2019-24
- Brands address the nutritional deficiencies in low or no added sugar plant-based drinks

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## Australia & New Zealand

- The rise of plant-based drinks which are fortified with vitamins and minerals
- Brands upgrade the nutritional value of plant-based milk
- Chocolate flavours are the focus of innovation

## THE AMERICAS

### North America: animal welfare claims record a sudden jump among white milk launches

- Dairy consumers emphasise the importance of animal welfare
- Animal welfare claims soar among white milk launches
  - Graph 5: white milk launches, by share of animal welfare claims 2019-24
- Dairy milk launches reassure consumers about animal welfare

### North America: plant-based drinks embrace interest in added/high protein content

- Increased protein content is a key purchase motivator for dairy alternative users
  - Graph 6: motivations to purchase non-dairy milk more often, 2023
- Plant-based milk with added/high protein content is gaining traction
  - Graph 7: plant based drinks (dairy alternatives) launches, by share of select plus claims, 2019-24
- Brands combine different plant-based ingredients to enhance their protein profile

### Latin America: plant-based drink launches enhance their focus on sugar-free recipes

- Consumers look for products with low or no sugar claims
- Sugar free claims continue to increase their share of plant-based drink launches
  - Graph 8: plant-based drink (dairy alternatives) launches, by share of select minus claims, 2019-24
- Plant-based drinks cut sugar and additive content by innovating around tech and fruit

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