

MILK AND NON-DAIRY MILK – US – 2023

Milk and non-dairy milks are staples in most US households. With rising costs, value comes through simplicity and highlighting new use possibilities.



Julia Mills, Food & Drink Analyst



Milk And Non-dairy Milk - US - 2023

This report looks at the following areas:

- Market drivers for milk and non-dairy milk, including the impact of inflation and shifts in consumer demands
- Purchase of milk and non-dairy milk, with 91% of US consumers reporting buying any type of milk or non-dairy milk in the last three months
- Priorities when purchasing dairy and non-dairy milk and desired attributes that impact willingness to purchase
- Attitudes towards milk and non-dairy milk, including packaging and nutritional health expectations in formulations
- Recent product launch activity, innovation and advertising campaigns



Milk and non-dairy milks are staples in most US households. With rising costs, value comes through simplicity and highlighting new use possibilities.

Overview

Milk is a staple in US households, with over 90% of consumers purchasing any type of dairy or non-dairy milk. In recent years, dairy milk has been threatened by plant-based milk over concerns for health, sustainability and animal-welfare. Dairy milk remains relevant; however, consumers are increasingly purchasing BOTH dairy and non-dairy milk for diverse reasons.

Both the dairy and non-dairy milk industries are faced with a variety of challenges, including inflation, environmental constraints, and even legal battles. For example, [around 83% of people who shop for their household are worried about rising food/drink prices](#), leading many consumers to trade down in this category. Simultaneously, climate-change related effects are leading to decreased supply of both dairy and non-dairy production, affecting

BUY THIS REPORT NOW


€4400.00 | £3695.00 | \$4995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



prices. Lastly, legal and marketing battles are leading to confusion over which type of milk is superior, what claims can be made and even what products can be called "milk."

Nonetheless, there is great opportunity to engage consumers by highlighting new applications and unique attributes to encourage exploration. Health and sustainability claims help offset higher prices, and brands that closely align with consumer values and lifestyle behaviors are well-positioned for future success.

BUY THIS REPORT NOW

€4400.00 | £3695.00 | \$4995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content

- Milk & non-dairy milk category outlook

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Opportunities

CONSUMER INSIGHTS

The milk and non-dairy milk consumer: fast facts

Milk types purchased

- Inflation drives renewed interest in dairy milk
 - Graph 1: milk types purchased in the past three months, 2021-23
- Younger consumers display highest purchase behavior of BOTH dairy and non-dairy milks
 - Graph 2: milk types purchased in the past three months, by age, 2023
- Plant-based milks are positioned for innovation but consumer fatigue is a barrier...
 - Graph 3: milk base types purchased, 2022-23
- ...leading to a need for unique differentiators and messaging to aid in decision-making
- Plant-based milk finds dependable consumers in Gen Z and Millennials
 - Graph 4: milk base types purchased, by generation, 2023
- Unraveling the lifestyle choices of young consumers
- When it comes to dairy milk, simplicity wins
 - Graph 5: dairy milk types purchased in the last three months, 2023
- Gen Z consumers connect with dairy milk brands...
 - Graph 6: dairy milk types purchased in the last three months, by generation, 2023
- Milk brands engage with younger consumers through causes they care about

Purchase motivators (or demotivators) for dairy and non-dairy milk

- Majority favor dairy milk, but both are purchased frequently
 - Graph 7: milk types purchased in the past three months, 2023
- Variety is the spice of life, hence consumers buy both
- Consumers find value in both dairy and non-dairy milk
 - Graph 8: purchase factors for both dairy and non-dairy milk, 2023
- Parents are most engaged in both dairy & non-dairy...

Milk and Non-dairy Milk – US – 2023

- Graph 9: milk types purchased in the past three months, by parental status, 2023
- ...to meet the various preferences of their household
 - Graph 10: purchase factors for both dairy and non-dairy milk, by parental status, 2023
- In inflationary times, milk's value and familiar taste resonate with consumers
 - Graph 11: purchase factors for dairy over non-dairy milk, 2023
- Combination of value and health benefits make dairy a popular choice among younger consumers
 - Graph 12: purchase factors for dairy over non-dairy milk, by generation, 2023
- Dairy milk is a well-positioned solution for financially strained shoppers
- Non-dairy milk lacks compelling reasons for purchase, creating an opportunity for brands to differentiate as a distinct category
 - Graph 13: purchase factors for non-dairy over dairy milk, 2023
- Individual preferences are met through the plethora of non-dairy milk choices
- Embrace the distinctive qualities that non-dairy milk possesses
 - Graph 14: perceptions of dairy milk vs non-dairy milk, 2023
- Gen Z & Millennials flock to non-dairy milks for taste
 - Graph 15: purchase factors of non-dairy over dairy milk, by generation, 2023
- Lean into new base types and unique flavors to position non-dairy milks as a craft beverage
- Loyalty is low as non-dairy milk consumers embrace new varieties and brands
 - Graph 16: loyalty to non-dairy milk brands, 2023
- Gen Z are loyal to their favorite non-dairy milks; innovate within brands
 - Graph 17: loyalty to non-dairy milk brands, by generation, 2023
- Plant-based milk variety fosters brand loyalty

Ideal dairy and non-dairy milk attributes

- Stand out from the crowd with unique health and sustainability attributes
 - Graph 18: ideal dairy milk attributes, 2023
- When it comes to parents, added health benefits are top motivators for increased dairy purchase
 - Graph 19: ideal dairy milk attributes, by parental status, 2023
- Mental health concerns top parents' priorities
 - Graph 20: top children's health and wellbeing concerns, 2022
- Non-dairy milk is never going to be – or replace – dairy milk, and that's ok
 - Graph 21: ideal non-dairy milk attributes, 2023
- Functional benefits create added value in plant-based milks for Gen Z and Millennials
 - Graph 22: ideal non-dairy milk attributes, by generation, 2023
- Younger consumers desire more from their plant-based milks
- Target parents through specially formulated plant-based milks

Milk and non-dairy milk occasions

- Expand usage of non-dairy milk...

Milk and Non-dairy Milk – US – 2023

- ...beyond traditional application
 - Graph 23: typical use and consumption of milk and non-dairy milk, 2023
- Target non-dairy milk usage in beverages towards women
 - Graph 24: typical use and consumption of non-dairy milks, by gender, 2023
- Partner with at-home baristas through coffee-ready plant-based milks

COMPETITIVE STRATEGIES

Launch activity and innovation

- Pack sizes are adapting to both large and small options to counteract the effects of inflation
- Convenience gets a refresh through adult and kid-friendly on-the-go formats
- Digestion-friendly milk on the rise
- Exploring further options within the realm of plant-based milk alternatives
- Eco-friendly claims ascend in dairy milk as environmental consciousness rises
- Maintain relevance with environmentally-conscious shoppers
 - Graph 25: % of milk launches with environmental & sustainability claims, 2018-23
- Ethical claims on the rise in dairy milk

Advertising and marketing activity

- Revamping milk's image as the OG performance drink to appeal to Gen Z
- "You're Gonna Need Milk for That" campaign embraces athletes
- Alleviate hesitation towards using plant-based milks in cooking and baking
- Expanding milk usage into skincare
- Engaging children and parents in the non-dairy milk segment

THE MARKET

Market context

Market drivers

- Rising prices of plant-based milk redirect consumers towards traditional dairy milk
 - Graph 26: perception of value in dairy milk vs non-dairy milk, 2023
- Precision fermentation opens doors to cow-free milk production
- The battle between plant-based milk and dairy milk brands leads to consumer confusion
- Dairy and non-dairy brands struggle to show sustainability efforts

Market size and forecast

- Retail sales and forecast of dairy milk
- Total US sales and forecast of dairy milk
- Dairy milk is gaining back relevance

Milk and Non-dairy Milk – US – 2023

- Market size and forecast
- Retail sales and forecast of non-dairy milk
- Total US sales and forecast of non-dairy milk
- Non-dairy milks in the ascendant
- Market size and forecast

Market segmentation

- Retail sales of non-dairy milk, by segment

Market share & brand share of dairy milk

- Sales of dairy milk, by channel
- Multi-outlet sales of dairy milk, by leading companies and brands
- Private label remains at the forefront of growth
- Demand for traditional dairy milk nears second place in growth rate
- Coca-Cola company conquering in specialty dairy milk with Fairlife

Market share & brand share of non-dairy milk

- Sales of non-dairy milk, by channel
- Multi-outlet sales of non-dairy milk, by leading companies and brands
- Top two non-dairy milk brands experience fourth consecutive year of losses
- Multi-outlet sales of almond milk, by leading companies and brands
- Amid inflationary times, Blue Diamond experiences growth with their trusted and familiar brand portfolio
- Multi-outlet sales of coconut milk, by leading companies and brands
- Momentum builds for coconut milk as a versatile cooking ingredient
- Coconut milk in cooking
- Multi-outlet sales of oat milk, by leading companies and brands
- Top oat milk brands Oatly, Chobani and Silk are head-to-head in the oat milk race
- Oat milk's versatility expands as brands extend their offerings
- Multi-outlet sales of other non-dairy milks, by leading companies and brands
- Growth driven by curiosity for plant-based milks with alternative bases

APPENDIX

Data sources

- Sales data
- Forecast
- Forecast cont.
- Consumer survey data

Abbreviations

- Abbreviations and terms
- Generations
- CPI
- Market definition

The market

- Total US sales and forecast of dairy milk, at current prices, 2018–28
- Total US sales and forecast of dairy milk, at inflation-adjusted prices, 2018–28
- Average annual household spending on dairy milk, 2018–23
- Total US retail sales of dairy milk, by channel, at current prices, 2018–23
- Total US retail sales of dairy milk, by channel, at current prices, 2021 and 2023
- US supermarket sales of dairy milk, at current prices, 2018–23
- US sales of dairy milk through other retail channels, at current prices, 2018–28
- Total US sales and forecast of non-dairy milk, at current prices, 2018–28
- Total US sales and forecast of non-dairy milk, at inflation-adjusted prices, 2018–28
- Retail sales of non-dairy milk, by segment, 2018–28
- Average annual household spending on non-dairy milk, 2018–23
- Total US retail sales of non-dairy milk, by segment, at current prices, 2021 and 2023
- Total US sales and forecast of almond milk, at current prices, 2018–28
- Total US sales and forecast of almond milk, at inflation-adjusted prices, 2018–28
- Total US sales and forecast of coconut milk, at current prices, 2018–28
- Total US sales and forecast of coconut milk, at inflation-adjusted prices, 2018–28
- Total US sales and forecast of soy milk, at current prices, 2018–28
- Total US sales and forecast of soy milk, at inflation-adjusted prices, 2018–28
- Total US sales and forecast of oat milk, at current prices, 2018–28
- Total US sales and forecast of oat milk, at inflation-adjusted prices, 2018–28
- Total US sales and forecast of other non-dairy drinks, at current prices, 2018–28
- Total US sales and forecast of other non-dairy drinks, at inflation-adjusted prices, 2018–28
- Total US retail sales of non-dairy milk, by channel, at current prices, 2018–23
- Total US retail sales of non-dairy milk, by channel, at current prices, 2021 and 2023
- US supermarket sales of non-dairy milk, at current prices, 2018–23
- US sales of non-dairy milk through other retail channels, at current prices, 2018–28

Companies and brands

- Multi-outlet sales of dairy milk, by leading companies and brands
- Multi-outlet sales of non-dairy milk, by leading companies and brands
- Multi-outlet sales of almond milk, by leading companies and brands

Milk and Non-dairy Milk – US – 2023

- Multi-outlet sales of coconut milk, by leading companies and brands
- Multi-outlet sales of oat milk, by leading companies and brands
- Multi-outlet sales of other non-dairy milks, by leading companies and brands
- Multi-outlet sales of soy milk, by leading companies and brands

Research methodology

- Consumer research methodology

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

| | |
|------------------|----------------------------|
| <u>UK</u> | <u>+44 (0)20 7778 7155</u> |
| <u>US</u> | <u>+1 (312) 932 0600</u> |
| <u>Australia</u> | <u>+61 (0)2 8284 8100</u> |
| <u>China</u> | <u>+86 (21) 6386 6609</u> |
| <u>India</u> | <u>+91 22 4090 7217</u> |
| <u>Japan</u> | <u>+81 (3) 6228 6595</u> |
| <u>Singapore</u> | <u>+65 (0)6 818 9850</u> |