

THE FUTURE OF DAIRY AND NON-DAIRY DRINKS: 2021



During an economic downturn, dairy and non-dairy drinks should reinvent formats to promote versatility and value. Functionality and sustainability will be other areas of focus.



Ophélie Buchet, Global Food & Drink Analyst



Report Content



- Listen to our Global Dairy Drinks expert, Ophelie Buchet, talk you through the key stories from this report (video length: 15mins)
- The now, the next and beyond

WHERE WE ARE NOW

- Dairy drinks innovation is stalling
- Dairy drinks: what we are seeing
- On the other hand, plant-based drinks innovation is buoyant
- Plant-based drinks: what we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Reinventing old staples

- How can dairy and non-dairy drinks zoom in on value?
- Whipping up consumer interest in sweetened condensed milk
- Promote dairy/non-dairy drink versatility through new usage opportunities
- Powdered milks have an opportunity to shine
- Powdered milks will need to reassure on clean label but can highlight better value and sustainability

Strengthen the link between gut health and immunity

- Fermented dairy drinks should explicitly link gut health and immunity
- Shots make the link between live cultures, plant-based goodness and immunity
- Dairy drink brands will compete with private labels to link digestive support and immunity

People first, then the planet: make farmers your greatest asset

- Farmers are the unsung heroes of the COVID-19 crisis
- Plant-based drink brands should take this opportunity to reiterate their support of farmers as well
- Reposition biodiversity and regenerative agriculture for farmer welfare

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- The future is regenerative agriculture: increased transparency over measured impact
- The future is regenerative agriculture: dairy and plant-based mixes should be explored

The Future of Dairy and Non-Dairy Drinks: 2021

- Technology to promote better safety and transparency over the supply chain
- Technology should bring affordable nutrition
- Functionality for the future: mental health
- Functionality for the future: eye health

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