



Milk and Non-dairy Milk - US - October 2019

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This report looks at the following areas:

Similarly, non-dairy milks may face a kind of oversupply stemming from the sheer number of alternative milk bases available. As such, vying for consumers' attention will be increasingly difficult. Interest in added nutritional benefits and incorporating plant-based proteins into their diets provide an opportunity for both dairy and non-dairy brands to reposition or reformulate to recapture their potentially overstimulated audience.

- Dairy milk sales are steadily declining
- Stagnant purchase patterns hinder growth
- Diet trends shape sales
- Opportunities to diversify usage occasions?



"Milk sales are composed of two opposing, connected markets: the struggling, but sizable dairy milk market and the growing non-dairy milk market. While traditional dairy milks are still considered a household staple by most consumers, sales are declining due to rapid innovations in the non-dairy market and low prices that have led to an oversupply of dairy milks."

– Madelyn Franz, Research Analyst

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