

## Dairy and Non-Dairy Milk - US - April 2013

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*"Milk is most associated with at-home breakfast or as an additive to cereal or coffee, but the growing variety of milk products invites expansion beyond these traditional usage occasions. Milk producers should focus on innovations that offer creative flavors, convenient packaging, and trustworthy sources could help to encourage new milk usage occasions and locations."*

– Jennifer Zegler, Beverage Analyst

### In this report we answer the key questions:

- Can milk expand beyond the at-home breakfast and additive occasions?
- How can non-dairy milks make cautious consumers more comfortable?
- Are dairy and non-dairy milk enemies, or can there be collaboration?
- Are consumers willing to turn to milk as a sports drink?

Milk in some form—dairy and/or non-dairy—is purchased by nearly 95% of U.S. households, according to Mintel research. Respondents are most likely to consume milk with breakfast, use it as an ingredient when cooking, and add it to another food or beverage, such as cereal, coffee, or tea. Milk is more versatile than these traditional usage occasions, and milk manufacturers should aim to expand usage to on-the-go occasions by creating flavors, packaging, and varieties that can be used as snacks, treats, or post-workout drinks.

Dairy milk dominates the segment with 90.5% of market share, but consumer interest in non-dairy milk is growing, especially in newer sources such as almond and coconut milk. Indeed, Mintel research finds that half of respondents purchase non-dairy milk in some format. Still, the other milk segment, led by plant-based milk brands, accounts for just 8.9% market share, according to SymphonyIRI Group multi-outlet sales data. Brands in respective portions of the aisle are taking aim at the competition, but the overlap between dairy and non-dairy milk purchase found in Mintel research suggests that consumers are likely to be active in both segments, not one or the other.

This report builds on the analysis presented in Mintel's *Dairy and Non-Dairy Milk—U.S., April 2012* as well as *Milk—U.S., April 2010*, May 2009, June 2007, May 2006, April 2003, and June 2001.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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