Dairy and Non-dairy Milk: Spotlight on Non-diary - US - April 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Consumers want the healthiest beverage; however, many are not certain what that beverage is. Conflicting reports on health leaves consumers confused, and forcing heated segment competition. To resonate, milk manufacturers must continue to educate consumers."
– Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Do consumers know the difference between non-dairy milks?
- How can products resonate with consumers?

Sales of total milk grew 18% from 2009-14, reaching $18.9 billion. Estimated 2014 saw the largest sales increase since 2011. Success comes from rising non-dairy milk popularity, high dairy milk prices, and dairy milk repositioning itself to align with current health trends.

Mintel predicts steady category growth through 2019, reaching $21.4 billion. Forecasts expect non-dairy milk to continue making healthy progress while dairy milk's struggles to remain relevant, cancel the former segment's gains, limiting overall category growth.

This report builds on the analysis presented in Mintel's *Milk, Creamer, and Non-dairy Milk – US, April 2014* ; as well as Dairy and Non-dairy Milk – US, April 2013 and the April 2012 report of the same title; Milk – US, April 2010 , May 2009, and June 2007.

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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