

Dairy Milk - US - March 2016

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"The momentum dairy milk experienced in 2014 failed to continue in estimated 2015 as the category faced challenges from a surplus of milk, declining exports, declining consumer consumption, and strong competition from the non-dairy milk segment."
- Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Dairy milk category sales decline in estimated 2015
- Milk USDA volume consumption decreases
- Non-dairy milk popularity challenges dairy milk consumption

For the purposes of this Report, Mintel has segmented the market as follows:

- Refrigerated skim/low-fat milk
- Refrigerated whole milk
- Refrigerated flavored milk/eggnog/buttermilk
- Shelf-stable ready-to-drink milk/milk substitutes (primarily regular and flavored milk in aseptic packaging)

Excluded from this Report are cream, creamers, and non-dairy milk. Non-dairy milks are included in Mintel's *Non-dairy Milks – US, April 2016* and cream and creamers are covered in Mintel's *Coffee – US, September 2016*.

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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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