

Non-dairy Milk - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Non-dairy milk has seen growth in 2017 and is expected to continue this trend through 2022. Largely influenced by almond milk, innovative plant bases are adding variety in flavor and nutritional value to the category. Millennial interest in adding plant-based foods to their diet for health reasons is a large driver of consumption, although not necessarily deterring them from consuming dairy as well."

- Megan Hambleton, Beverage Analyst

This report looks at the following areas:

- Only half of US adults purchase non-dairy milk
- Non-dairy struggles to garner health halo
- Non-dairy milk pegged to few uses
- Parents turn to dairy for kids
- Sweetened non-dairy milk seen as tastier, still not a strength

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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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