

## Dairy Milk - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

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"Sales in the dairy milk category have declined since 2012 and are expected to continue this trend, as non-dairy milk gains momentum. A bright spot in the category has been flavored and whole milks as consumers primarily choose milk based on taste and flavor. Sales of traditional milks may be price driven, but brands can stand out by adding a value to consumers' lives."

**- Megan Hambleton, Beverage Analyst**

This report looks at the following areas:

- The dairy milk category continues sales declines
- Habitual purchase patterns stall the category
- Non-dairy milks continue strong growth
- Skim/low-fat milks lack appeal to general population

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