

Added Value in Dairy Drinks, Milk and Cream - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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"White milk continues to feel the benefits and drawbacks of its commodity status. A vast majority of consumers see milk as a staple in the household, underpinning near-universal usage."

- Max Grünfeld, Research Analyst

This report looks at the following areas:

- A third of users are interested in recycled plastic packaging
- Plant-based milk alternatives can benefit from further educating consumers about uses
- Flavoured cream offers summer potential

Estimated at £4.2 billion in 2018, the UK milk, cream, and milk drinks sales have fallen by 2.7% since 2013. This was fuelled almost entirely by falling volumes, at 2.4% over the period. The struggles of the dominant white cow's milk have underpinned this decline, the growth of flavoured and plant-based milk alternatives falling short of offsetting this.

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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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The implications

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Cravendale in the lead, Alpro enjoys rapid growth

Own-label increases its lead in value sales of cream

Strong performances across flavoured milk

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40% of users would pay above £1.20 for a four-pint bottle of milk

Hot drinks remain the top occasions within white milk

Environmental and ethical initiatives spark consumer interest

Plant-based milk alternatives can boost uptake by educating consumers on usage

Less-sweet flavour profiles can address concerns over sugar in flavoured milk

Youngest consumers are least positive about cow's milk importance

Doorstep milk enjoys an unlikely resurgence helped by plastic backlash

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