

Non-dairy Milk - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Total non-dairy milk sales are expected to continue upward as consumers search for better-for-you alternatives to dairy milk, and as plant-based alternatives continue to trend to meet a variety of consumers' dietary needs. Flavor, function, and nutritional innovation will help keep consumers interested and attract new audiences."

- Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Majority of non-dairy milk consumers drink dairy milk
- Soy milk continues to lose ground
- Room for more frequent consumption

For the purposes of this Report, Mintel has used the following definitions:

- Almond milk
- Coconut milk
- Soy milk
- Other non-dairy milks, such as cashew milk, oat milk, rice milk, etc.

Non-dairy milk includes both refrigerated and shelf-stable ready-to-drink almond milk, coconut milk, soy milk, and other refrigerated milk substitutes.

Excluded from this Report are cream, creamers, and dairy milk. Dairy milks are included in Mintel's *Dairy Milk – US, March 2016* and cream and creamers are covered in Mintel's upcoming *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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- Soy milk continues to lose at MULO channels

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- Non-dairy milk + fruit
- Seasonal, sophisticated, and unique flavors
- Cold-pressed
- Smoothie potential in the non-dairy milk space

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- Consumers drink many different types of non-dairy milks
- Nearly all non-dairy milk drinkers also drink dairy milk
- Majority of adults drink non-dairy milk
- 54% of children drink non-dairy milk
- Non-dairy milk drinkers equally likely to be frequent, moderate users
- Majority use non-dairy milk as an additive, ingredient
- Consumers want natural non-dairy milks
- Majority purchase refrigerated, chilled non-dairy milk
- Taste top reason to drink non-dairy milk, followed by health
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