

# Dairy and Non-dairy Milk: Incl Impact of COVID-19 - US - October 2020

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- The impact of COVID-19 and a recession on the dairy and non-dairy milk markets
- The overlap in dairy and non-dairy consumption
- Innovation opportunities for dairy and non-dairy milk brands
- Perceptions by milk type

The combined dairy and non-dairy milk categories remained stagnant from 2015-19, with increases in non-dairy milk offset by declines in dairy milk. Both segments are expected to receive a healthy sales boost in 2020, driven in large part by shifts in consumer behavior as a result of COVID-19. Mintel expects that 2021 will see a retraction from these highs, as the category returns to a degree of normalcy. Dairy milk will remain a much larger segment than the non-dairy portion of the market, yet both can leverage various drivers, like wellbeing, value or sustainability, to resonate with consumers emerging from a pandemic and seeking a healthier lifestyle for themselves and their households.



“The milk market is comprised of two distinct groups, dairy and non-dairy, with the former being the behemoth in terms of market share. However, non-dairy stealthily continues to grow its share through innovation and by leveraging eco-friendly and functional health attributes. COVID-19 triggered increased interest in both dairy and non-dairy milk as Americans prioritized grocery purchases and at-home

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created.” – Mimi Bonnett,  
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