

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

Report Price: £3254.83 | \$4395.00 | €3662.99

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

– **Mimi Bonnett, Director**

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.

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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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