

Dairy Alternatives: Incl Impact of COVID-19 - US - June 2020

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This report looks at the following areas:

- Households with children are key demographic
- Dairy alternatives used across dietary spectrum
- Protein is in; sugar is out

Thanks in part to the widespread availability of plant-based milk substitutes, dairy alternatives have found their way into the homes of four in 10 consumers. Adults are more open to consuming dairy alternatives than they are meat alternatives, with more than twice as much household usage overall. Dairy alternatives from yogurt and cheese to prepared foods and ice cream have made great strides in everything from taste and texture to nutritional value and sustainable ingredient sourcing. However, smaller, premium-priced brands that enjoyed success in a strong economic climate may be in for a rocky road ahead as consumers cut back on premium items amidst the looming financial downturn. Consumers who typically include dairy alternatives in their diets are doing so for a variety of reasons, and are unlikely to stop purchasing these products altogether even as a recession continues. Dairy alternative brands will need to be especially mindful of offering competitive pricing, especially as more affordable private label offerings continue to emerge.



“Once serving only a niche audience comprised of those who avoided dairy due to allergies or a vegan diet, dairy alternatives have seen tremendous growth in recent years, and are now used by adults across the dietary spectrum. Consumers have more choices than ever before, and long-time players are challenged with increased competition.”

– Karen Formanski, Health and Nutrition Analyst

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