

# Danone in Dairy Products and Alternatives

November 2023

Table of Contents

#### INTRODUCTION

Scope

**Executive summary** 

### STATE OF PLAY

Top companies at a glance

Danone's global footprint

Company overview

Growth decomposition

# EXPOSURE TO FUTURE GROWTH

Exposure to growth

Projected rankings

# COMPETITIVE POSITIONING

Relative performance

Competitor overlap

Key categories and markets

Key brands

#### **BABY FOOD**

China remains crucial for Danone's baby food revenue

Market leadership in milk formula and strategic moves in sustainable alternatives

Current investments lay foundation for growth in emerging markets

#### DAIRY

Navigating dairy challenges and inflationary pressures

Strengthening leadership in yoghurt with protein range and commitment to health

Projected dairy sales

# PLANT-BASED DAIRY

Thriving plant-based sales driven by US dominance

Strategic evolution and expansion in plant-based milk

Continuous brand innovation is needed to stay relevant in fragmented market

#### **KEY FINDINGS**

Executive summary

# **APPENDIX**

Projected company sales: FAQs (1) Projected company sales: FAQs (2)

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

• Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/danone-in-dairy-products-and-alternatives/report.