

# Other Dairy in New Zealand

September 2023

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## Other Dairy in New Zealand - Category analysis

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#### 2023 DEVELOPMENTS

Coffee whiteners fall out of favour with consumers, as the quality of household coffee rises

Nestlé continues to dominate condensed milk

Cooking culture and versatility keep cream relevant in the market

#### PROSPECTS AND OPPORTUNITIES

Growth of chilled dairy desserts under threat from other snacks and treats

Other dairy expected to be fairly static in retail volume terms, with few openings for disruptors

Development of plant-based options could dampen growth in other dairy

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