

# Drinking Milk Products in the US

August 2023

Table of Contents

## Drinking Milk Products in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price hikes support value while volume declines, in a cross-category trend

Fat is back due to changing dietary trends

Milk becomes an e-commerce staple

#### PROSPECTS AND OPPORTUNITIES

The rise of dairy farmer cooperatives and associations heralds a significant shift in the industry

Economic pressures seem resilient, and so is consumer frugality

Challenges from plant-based alternatives in milk set to continue

#### CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 2 - Sales of Drinking Milk Products by Category: Value 2018-2023

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 8 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 9 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 10 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in the US - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 - Penetration of Private Label by Category: % Value 2018-2023

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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