

# What's New in Plant-Based Dairy and the Future of Animal-Free

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Table of Contents

Scope

Key findings

## DRIVERS BEHIND DAIRY-FREE DIETS

Free from dairy products: A bright future on the horizon

Taste and texture will be critical to attract the wider consumer base

Health is the top reason to follow dairy-free diets

Younger generations shape demand for plant-based foods

## PLANT-BASED DAIRY: GLOBAL OVERVIEW

Western Europe and North America drive growth while Asia Pacific struggles

Milk alternatives have the potential to gain new consumers

Oats win share in the milk alternatives space

An increasingly diversified plant-based milk industry

New exciting entrants seek to break through

Western markets show the strongest opportunities for non-soy milk

Free from dairy yoghurt: The US is the bright star

Innovation aimed at replicating taste and texture of dairy-style yoghurt

The US and the Nordics stand out in dairy-free ice cream

Cheese breaks through in the dairy-free space in 2021

Leading dairy players jump into the plant-based cheese opportunity

Dairy-free options expand across the dairy spectrum including coffee creamers and kefir

## WHAT IS NEXT IN PLANT-BASED DAIRY?

Mimicking dairy vs clean label offerings: The plant-based challenge

Achieving a competitive nutritional profile and delicious taste is still a work in progress

New sources of plant-based protein are arriving

Nestlé's Wunda brings a more versatile milk alternative to the table

Danone launches the "next generation" of plant-based milks

NotCo, the plant-based pioneer replicating the full complexity of dairy

## THE POTENTIAL OF FERMENTATION AND CELL-CULTURED DAIRY

Taste remains the main challenge to overcome

Tech-derived dairy alternatives are next in the pipeline

Technology helps to optimise plant-based ingredients to be used

Biomass fermentation creates fungi, algae and air protein for dairy-free products

Precision fermentation can disrupt the dairy industry as we know it

Ice cream was first to market but cheese sees the largest potential ahead

International players jump into precision fermentation technology

Animal-free dairy with animal-like proteins: Communication remains a challenge

Cell-cultured dairy is the last frontier in animal-free alternatives

## KEY TAKEAWAYS

Food for thought: Bright future ahead for the dairy-free industry

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