

# Nestlé SA in Dairy Products and Alternatives

October 2023

Table of Contents

## INTRODUCTION

Scope

Executive summary

## STATE OF PLAY

Top companies at a glance

Nestlé's global footprint

Nestlé the leading player in milk formula and "other dairy"

Market momentum driving Nestlé's growth over 2020-2023

Elevated dairy prices due to rising input costs

## EXPOSURE TO FUTURE GROWTH

Coffee whiteners to be a strong growth area for Nestlé in the US

No changes expected in the company rankings

## COMPETITIVE POSITIONING

Share gains for Lactalis

Nestlé has major overlaps with Danone

Nestlé's key categories and markets

Nestlé's key brands

## BABY FOOD

Asia Pacific by some way the biggest baby food market for Nestlé

Milk formula tends to lead baby food sales in most of the top 10 country markets for Nestlé

Milk formula will dominate new sales in the coming years

## DAIRY

Latin America is the biggest dairy market for Nestlé

Drinking milk products dominate sales in most of Nestlé's leading Asian markets

Coffee whiteners in the US will be the major revenue generator

Nestlé placing an emphasis on child nutrition in emerging markets

Nescafé Plan 2030 to benefit coffee whitener and other dairy categories

## PLANT-BASED DAIRY

Latin America dominates Nestlé's plant-based sales

Plant-based milk accounts for all the company's plant-based dairy sales

Mexico will drive growth in plant-based dairy for Nestlé

Nestlé launches new Oat Milk drinks under its natural bliss brand

## KEY FINDINGS

Executive summary

## APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

## 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/nestle-sa-in-dairy-products-and-alternatives/report](http://www.euromonitor.com/nestle-sa-in-dairy-products-and-alternatives/report).