

# Where Consumers Shop for Dairy Products and Alternatives

April 2023

Table of Contents

### INTRODUCTION

Scope

**Executive summary** 

### INDUSTRY SNAPSHOT

Global dairy industry faces decelerated growth after 2020 spike

Global events and new habits are set to shape the dairy industry

Current landscape for dairy and baby food categories

Health, sustainability and innovation in plant-based alternatives

Health awareness drives the industry's positive CAGR over 2017-2022

### CHANNEL SHIFTS

Retail e-commerce continues to expand and registers double-digit growth

Online shopping: A dynamic that transcends age groups

E-commerce continues to gain ground, with Asia Pacific in the lead

The growing role of online shopping in developed and emerging economies

# **RETAIL OFFLINE**

Small local grocers and discounters taking share from supermarkets

Comfort and convenience, key factors when choosing channels for dairy purchases

Proximity and convenience boost performance of small local grocers

Discounters' performance boosted by economic challenges

Aldi Group consolidates as leader of the global ranking for discounters

Traditional channels lead in Latin America, the Middle East and Africa and Asia Pacific

Economic challenges boost consumption of private label

High inflation rates boost performance of private labels to double-digit growth

Private label sales and growth rates thrive in Western Europe and Latin America

## RETAIL E-COMMERCE

E-commerce performance continues to grow across categories

E-commerce performance continues strongly and transcends age groups

Asia Pacific leads in sales; Latin America and Eastern Europe lead in growth

Fierce competition between Alibaba and Amazon for e-commerce leadership

UK and Taiwan lead in e-commerce unrealised share potential

# **FUTURE DEVELOPMENTS**

Functionality, plant-based products and sustainability are set to drive the industry

E-commerce set to experience attractive growth rates over the forecast period

Key takeaways

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