

Competitor Strategies in Dairy Products and Alternatives

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Scope

Key findings

COMPETITIVE ENVIRONMENT

The US remains the biggest dairy products and alternatives market

Multinational companies are set to accelerate their growth at expense of Chinese players

Danone and Nestlé maintain leading positions while new companies enter the top ranks

Nestlé, Danone and Kraft Heinz keep their portfolios diverse, while others focus on dairy

Key players in the dairy products and alternatives industry thrive amidst industry growth

Chinese and Indian companies are benefiting from their focus on the core milk category

Emerging markets bring the most sales to the top 10 dairy companies

The dairy industry remains fragmented, as small companies arise across the regions

High inflation drives private label development across categories and regions

A focus on strong brands with high recognition helps the companies to stay resilient

KEY PROTAGONISTS

Strategies of the top 10 companies in the spotlight

Functional yoghurts, plant-based products and baby food are key areas for Danone

Despite challenges, Nestlé continues to invest in baby food and plant-based products

Several acquisitions in cheese and yoghurt support Lactalis's global leadership in dairy

Yili innovates in the Asian cheese industry, while segmenting the market in powder milk

Impacted by China's market turbulence, Mengniu seeks green and smart solutions

Kraft Heinz is focusing on core markets and brands to keep its position

FrieslandCampina remains committed to sustainable goals despite cost-cutting measures

Arla confronts European costs, expands in Nigeria, and prioritises health and sustainability

Savencia expands in Latin America, and secures spot among top 10 dairy players globally

Gujarat is gaining the Indian market due to its cooperative model and affordable pricing

The top players are projected to maintain their ranking over the forecast period

TOP TRENDS AND OUTLOOK

Mapping the key focus areas for dairy products and alternatives manufacturers to focus on

TOP TRENDS AND OUTLOOK: STRATEGIES TO COPE WITH INFLATION

Companies increase prices in the face of steadily rising costs

Leveraging promotions and governmental programs to engage with the consumer

As shrinkflation becomes a common practice, governments seek ways to address it

Inflation prompts companies to review organic products and fresh milk in their portfolios

TOP TRENDS AND OUTLOOK: HEALTH BENEFITS AND FUNCTIONAL INGREDIENTS

Probiotics is the focus areas of dairy producers moving from immunity to gut health

Products targeting mental wellbeing are gaining popularity in Asia Pacific

Healthy ageing as a future trend that companies are already capitalising on

Baby food remains a key area for international giant market players

High protein continues to be one of the most popular claims in dairy

TOP TRENDS AND OUTLOOK: PLANT-BASED DAIRY

Market players embrace local sourcing and cater to local flavour preferences

The surge of plant-based barista milk and the emergence of less processed options

More innovations arise within plant-based "other dairy"

High protein claim is increasingly popular in plant-based dairy products

Precision fermentation brings a long-term opportunity to the plant-based dairy market

TOP TRENDS AND OUTLOOK: SUSTAINABILITY

Dairy products compete with plant-based ones on the carbon footprint field

Market leaders are redefining dairy packaging

Food sustainability in the global agenda

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