

# (Animal-free) Cream in Your Coffee? Dairy Alternatives in the Coffee Space

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## COFFEE AND DAIRY ALTERNATIVES

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The fortunes of coffee and dairy are inexorably linked  
Milky coffee is particularly important in East Asia and North America  
Dairy alternatives are gaining share within the coffee space  
The “health halo” comes before sustainability for consumers of dairy alternatives  
Coffee companies, in contrast, tend to be led by sustainability concerns  
Functional plant-based creamers have performed the best  
Fortified products with additional functional benefits are becoming more important  
Plant-based is on the rise, but what plant specifically?  
Milks based on a single plant base will become less common in the future  
Animal-free dairy will be the game changer in the alternative milk space  
“Dairy Free” resonates more than “plant-based” among consumers  
Coffee and the adoption curve: The case of oat milk and implications for animal-free

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