



HW Dairy Products and Alternatives in the US

November 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based dairy experiences high levels of innovation from major players in 2022

Low fat leads health and wellness dairy products and alternatives due to health and weight concerns, but various factors hamper growth

Concerns about daily wellbeing continue to expand lactose free claims in 2022

PROSPECTS AND OPPORTUNITIES

No and low sugar claims set to see growth over 2022-2027 as consumers understand the need for a healthier diet

Good source of minerals set to see the strongest performance over the forecast period as consumers look to boost their metabolism

Vegan will be one to watch as consumers seek to have a positive impact on their health, the environment, and animal welfare

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in the US - Industry Overview

EXECUTIVE SUMMARY

Overview

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