



HW Dairy Products and Alternatives in Australia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers' interest in digestive health and metabolism drives sales of health and wellness dairy products and alternatives
Good source of minerals leads health and wellness dairy products and alternatives in 2022 as consumers turn to fortified/functional products
With new product developments and concerns about health, low sugar witnessed growth in 2022

PROSPECTS AND OPPORTUNITIES

Demand for fortified and plant-based food projected to grow over the forecast period
Good source of minerals also the most promising within health and wellness dairy products and alternatives to 2027 as consumer look to maintain health
No sugar expected to record increase with potential government action

MARKET 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

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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 Australia - Industry Overview

EXECUTIVE SUMMARY

Overview

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