

# Dairy Products and Alternatives in Western Europe

January 2024

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Scope

Key findings

## REGIONAL OVERVIEW

Western Europe the second biggest region in sales and per capita terms

Steadier performance expected after the pandemic and inflationary period

Western Europe has the biggest dairy market, at least for now

Strong growth for dairy in Turkey

Germany takes over as the biggest plant-based dairy market

Low or declining birth rates impacting baby food sales over 2018-2023

Rising costs and prices a key issue at the end of the review period

Modern grocery retailers dominate distribution in Western Europe

E-commerce has almost doubled its pre-pandemic share, but remains a minor channel

## LEADING COMPANIES AND BRANDS

Private label the major presence in many Western European markets

Lactalis and Danone the leading players in Western Europe

France the major revenue generator for a lot of the top 10 players

Sütas is working hard to combat the competition from private label in Turkey

## FORECAST PROJECTIONS

Positive, if modest, growth expected in Western Europe over the forecast period

Plant-based dairy will be most dynamic, cheese will add the most new sales

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

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France: Market Context

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