

Drinking Milk Products in the US

August 2023

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Drinking Milk Products in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes support value while volume declines, in a cross-category trend Fat is back due to changing dietary trends Milk becomes an e-commerce staple

PROSPECTS AND OPPORTUNITIES

The rise of dairy farmer cooperatives and associations heralds a significant shift in the industry Economic pressures seem resilient, and so is consumer frugality Challenges from plant-based alternatives in milk set to continue

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