

# **Drinking Milk Products in the US**

August 2023

**Table of Contents** 

## 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

#### CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2018-2023
Table 2 - Sales of Drinking Milk Products by Category: Value 2018-2023
Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023
Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023
Table 6 - LBN Brand Shares of Drinking Milk Products by Format: % Value 2020-2023
Table 7 - Distribution of Drinking Milk Products Products by Category: Volume 2023-2028
Table 9 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028
Table 10 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028
Table 11 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

#### Dairy Products and Alternatives in the US - Industry Overview

#### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for dairy products and alternatives?

#### MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 16 Penetration of Private Label by Category: % Value 2018-2023
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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