

Dairy Products and Alternatives in New Zealand

September 2023

Table of Contents

Dairy Products and Alternatives in New Zealand

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 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 5 Penetration of Private Label by Category: % Value 2018-2023
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic return to normality a positive factor for baby food

Watties subscription service aims to add a twist to baby food

High levels of inflation cause parents to struggle, but they still purchase baby food

PROSPECTS AND OPPORTUNITIES

Keeping in line with health standards will be key for baby food

Consumer demand for plant-based alternatives growing every year

Declining birth rate dampens forecast for baby food

CATEGORY DATA

- Table 9 Sales of Baby Food by Category: Volume 2018-2023
- Table 10 Sales of Baby Food by Category: Value 2018-2023
- Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023
- Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023
- Table 14 NBO Company Shares of Baby Food: % Value 2019-2023
- Table 15 LBN Brand Shares of Baby Food: % Value 2020-2023
- Table 16 Distribution of Baby Food by Format: % Value 2018-2023
- Table 17 Forecast Sales of Baby Food by Category: Volume 2023-2028
- Table 18 Forecast Sales of Baby Food by Category: Value 2023-2028
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

Butter and Spreads in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Margarine shows steady growth, but is still dwarfed by butter

Return to dining out boosts foodservice sales of butter and spreads

Supermarket private label butter leads as consumers compromise for cooking

PROSPECTS AND OPPORTUNITIES

Sustainability concerns and their impact on consumer choice

The Warehouse is attempting to make an impact in butter and spreads

Opportunity for private label to grow in margarine and spreads

CATEGORY DATA

- Table 21 Sales of Butter and Spreads by Category: Volume 2018-2023
- Table 22 Sales of Butter and Spreads by Category: Value 2018-2023
- Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
- Table 24 Sales of Butter and Spreads by Category: % Value Growth 2018-2023
- Table 25 NBO Company Shares of Butter and Spreads: % Value 2019-2023
- Table 26 LBN Brand Shares of Butter and Spreads: % Value 2020-2023
- Table 27 Distribution of Butter and Spreads by Format: % Value 2018-2023
- Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
- Table 29 Forecast Sales of Butter and Spreads by Category: Value 2023-2028
- Table 30 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
- Table 31 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

Cheese in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pressures of cost of living and inflation constrain volume growth of cheese Packaged hard cheese dominates, as consumers stick to familiar products Incumbent cheese makers make it difficult for newcomers

PROSPECTS AND OPPORTUNITIES

Rise of plant-based diets poses a threat to growth of cheese Brand name and familiarity drive consumers' choice of cheese Foodservice sales of cheese expected to see consistent growth

CATEGORY DATA

- Table 32 Sales of Cheese by Category: Volume 2018-2023
- Table 33 Sales of Cheese by Category: Value 2018-2023
- Table 34 Sales of Cheese by Category: % Volume Growth 2018-2023
- Table 35 Sales of Cheese by Category: % Value Growth 2018-2023
- Table 36 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
- Table 37 Sales of Soft Cheese by Type: % Value 2018-2023
- Table 38 Sales of Hard Cheese by Type: % Value 2018-2023
- Table 39 NBO Company Shares of Cheese: % Value 2019-2023
- Table 40 LBN Brand Shares of Cheese: % Value 2020-2023
- Table 41 Distribution of Cheese by Format: % Value 2018-2023
- Table 42 Forecast Sales of Cheese by Category: Volume 2023-2028
- Table 43 Forecast Sales of Cheese by Category: Value 2023-2028
- Table 44 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
- Table 45 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fonterra and Nestlé are developing New Zealand's first carbon-neutral dairy farm Sanitarium's Up&Go brand maintains a strong performance Supply issues and inflation drive up prices and drive volume decline

PROSPECTS AND OPPORTUNITIES

Dairy industry must adapt as consumers demand ethical practices

Fonterra lowering farm gate prices and expecting a decline in milk collection

No added sugar will be key for growth in flavoured milk drinks

CATEGORY DATA

- Table 46 Sales of Drinking Milk Products by Category: Volume 2018-2023
- Table 47 Sales of Drinking Milk Products by Category: Value 2018-2023
- Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023
- Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023
- Table 50 NBO Company Shares of Drinking Milk Products: % Value 2019-2023
- Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023
- Table 52 Distribution of Drinking Milk Products by Format: % Value 2018-2023
- Table 53 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028
- Table 54 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028
- Table 55 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028
- Table 56 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

Yoghurt and Sour Milk Products in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chobani finally enters the New Zealand market, after seeing success in Australia Drinking yoghurt is seeing fierce competition
Flavoured yoghurt far ahead of other yoghurt categories

PROSPECTS AND OPPORTUNITIES

Opportunity for growth in drinking yoghurt

Yoghurt to be positioned as a health food, with low fat and low sugar options Innovating through product design and meeting specific needs

CATEGORY DATA

- Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
- Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023
- Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023
- Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023
- Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023
- Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023
- Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023
- Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023
- Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
- Table 66 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028
- Table 67 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028
- Table 68 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

Other Dairy in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Coffee whiteners fall out of favour with consumers, as the quality of household coffee rises

Nestlé continues to dominate condensed milk

Cooking culture and versatility keep cream relevant in the market

PROSPECTS AND OPPORTUNITIES

Growth of chilled dairy desserts under threat from other snacks and treats

Other dairy expected to be fairly static in retail volume terms, with few openings for disruptors

Development of plant-based options could dampen growth in other dairy

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2018-2023

Table 70 - Sales of Other Dairy by Category: Value 2018-2023

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 72 - Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 73 - Sales of Cream by Type: % Value 2018-2023

Table 74 - NBO Company Shares of Other Dairy: % Value 2019-2023

Table 75 - LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 76 - Distribution of Other Dairy by Format: % Value 2018-2023

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 78 - Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

Plant-Based Dairy in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth for private label in the plant-based space

Oat milk consolidates its position and is on track to become the top plant-based milk

Plant-based dairy growing steadily in foodservice

PROSPECTS AND OPPORTUNITIES

Eco-friendly consumer choices a positive sign for plant-based alternatives

New product development will be key to maintain momentum for plant-based dairy

New Zealand start-up Miruku innovating in the plant protein space

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2020-2023

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-new-zealand/report.