

# HW Dairy Products and Alternatives in the US

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Plant-based dairy experiences high levels of innovation from major players in 2022

Low fat leads health and wellness dairy products and alternatives due to health and weight concerns, but various factors hamper growth

Concerns about daily wellbeing continue to expand lactose free claims in 2022

#### PROSPECTS AND OPPORTUNITIES

No and low sugar claims set to see growth over 2022-2027 as consumers understand the need for a healthier diet

Good source of minerals set to see the strongest performance over the forecast period as consumers look to boost their metabolism

Vegan will be one to watch as consumers seek to have a positive impact on their health, the environment, and animal welfare

#### CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

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## Health and Wellness in the US - Industry Overview

### EXECUTIVE SUMMARY

Overview

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