



(Animal-free) Cream in Your Coffee? Dairy Alternatives in the Coffee Space

June 2022

COFFEE AND DAIRY ALTERNATIVES

Introduction: The future role of dairy alternatives in the coffee whitener space
The fortunes of coffee and dairy are inexorably linked
Milky coffee is particularly important in East Asia and North America
Dairy alternatives are gaining share within the coffee space
The “health halo” comes before sustainability for consumers of dairy alternatives
Coffee companies, in contrast, tend to be led by sustainability concerns
Functional plant-based creamers have performed the best
Fortified products with additional functional benefits are becoming more important
Plant-based is on the rise, but what plant specifically?
Milks based on a single plant base will become less common in the future
Animal-free dairy will be the game changer in the alternative milk space
“Dairy Free” resonates more than “plant-based” among consumers
Coffee and the adoption curve: The case of oat milk and implications for animal-free

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