

Plant-Based Dairy in New Zealand

September 2023

Table of Contents

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 1 - Sales of Plant-Based Dairy by Category: Value 2018-2023
- Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023
- Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2020-2023
- Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023
- Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023
- Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023
- Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028
- Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in New Zealand - 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 9 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 13 - Penetration of Private Label by Category: % Value 2018-2023
- Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/plant-based-dairy-in-new-zealand/report.