

# Plant-Based Dairy in Western Europe

November 2022

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## REGIONAL OVERVIEW

Western Europe outpacing the global averages for sales and per capita growth

Positive growth expected throughout the whole 2017-2027 period

Germany comes out on top of the jockeying for position among the leading markets

Other plant-based milk the main growth driver, but yoghurt and cheese also dynamic

Soy drinks records declining sales over 2017-2022

Plant-based cheese most dynamic, albeit growing from a small base

Supermarkets the main distribution channel for plant-based dairy in Western Europe

Discounters channel growing its share of regional sales

## LEADING COMPANIES AND BRANDS

Plant-based dairy relatively fragmented at a regional level

Cereal Base CEBA gaining share throughout 2017-2022

Danone a strong presence across the region

ViOLife and Granarolo move up the rankings in 2022

## FORECAST PROJECTIONS

Continued growth expected throughout the 2022-2027 period

Double-digit percentage CAGRs expected for other plant-based milk and plant-based cheese

Habit persistence among the main growth drivers in the coming years

## COUNTRY SNAPSHOTS

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Austria: Competitive and Retail Landscape

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