



Euromonitor
International

Plant-Based Dairy in Western Europe

November 2022

Table of Contents

INTRODUCTION

Scope

Key findings

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

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Switzerland: Market Context

Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

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