



**Euromonitor
International**

HW Dairy Products and Alternatives in Australia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Digestive health, plant-based nutrition and sugar reduction reshape dairy wellness

INDUSTRY PERFORMANCE

Digestive health and functional positioning drive product development across dairy and alternatives
Good source of minerals remains a strong nutrition cue, supported by fortification in both dairy and plant-based
High protein expands beyond fitness into mainstream “everyday nutrition” consumption

WHAT’S NEXT

Digestive health, nutrient-enhanced plant-based and lower sugar renovation will drive future growth
Good source of minerals is expected to remain relevant, supported by fortification and ageing-related health priorities
High protein is expected to sustain momentum, with growth supported by multifunctional propositions

CATEGORY DATA

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Health and Wellness in Australia - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in Australia pivots towards sugar reduction, functionality and credible everyday benefits

INDUSTRY PERFORMANCE

Sugar reduction and metabolic health concerns shape category-wide performance
Functionality, gut health and protein move health and wellness beyond avoidance

WHAT’S NEXT?

Mainstream integration of functional, lower-sugar and clean-label products will drive future growth

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