



**Euromonitor
International**

The World Market for Dairy Products and Alternatives

August 2025

INTRODUCTION

Our expert's view of dairy products and alternatives in 2025

Dairy product and alternatives snapshot

Key findings

Pricing fuels dairy growth in 2025, as volume is stagnant and affordability worries persist

Top five trends in dairy products and alternatives

Top five trends uncovered

Drivers of consumer markets and impact on dairy products and alternatives

Adjacent industries and how they impact dairy products and alternatives

STATE OF THE INDUSTRY

Pricing is driving value growth, offsetting weakness in volume within the dairy industry

Functional fermented dairy gains momentum across key global markets

Cheese gains ground, while baby food faces headwinds

Latin America and MEA see rapid growth in the dairy industry, while APAC leads sales

Dairy protein preferences shift, with gains in key markets and losses in APAC

COMPANIES AND PRODUCTS

Top companies in dairy products and alternatives

Local expertise fuels growth in a fragmented global dairy landscape

Smaller brands and private label erode market share of dairy giants

New launches in dairy and alternatives seek differentiation amid intense competition

Sustainability claims drive growth in dairy and baby food despite premium barriers

CHANNELS

Evolving channel mix drives growth in digital, local and value-based dairy retail

US and China at the forefront of online sales for dairy products and alternatives

FUTURE OUTLOOK

MEA and LATAM the most dynamic regions; cheese and plant-based dairy lead growth

Cottage cheese and coffee whiteners poised for strong growth in the US dairy forecast

Coffee whiteners and plant-based dairy are projected to fuel forecast growth

Gut health and at-home coffee expected to drive dairy growth while baby food declines

Consumer-led trends expected to inject vitality into the dairy and alternatives industry

Emerging economies have the potential to reshape the future of dairy consumption

CONCLUSION

The dairy and alternatives industry navigates cost, competition and consumer needs

Opportunities for growth

Our expert's view of dairy products and alternatives to 2030

APPENDIX

Scope

MARKET SNAPSHOTS

Global snapshot: Baby food

Global snapshot: Butter and spreads

Global snapshot: Cheese

Global snapshot: Drinking milk products

Global snapshot: Other dairy

Global snapshot: Plant-based dairy

Global snapshot: Yoghurt and sour milk products

Regional snapshot: Asia Pacific

Regional snapshot: Australasia

Regional snapshot: Eastern Europe

Regional snapshot: Latin America

Regional snapshot: Middle East and Africa

Regional snapshot: North America

Regional snapshot: Western Europe

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