Euromonitor International

Top Five Trends in Dairy Products and Alternatives

September 2026

INTRODUCTION
Our expert's view of Dairy Products and Alternatives in 2026
Key findings
Value growth at 5.7% continues to be price-led in 2026, as volume remains flat at 0.5%
Top five trends in dairy products and alternatives
Top five trends uncovered
DAIRY'S DIVIDE AMID POLARISED SPENDING
Overall spending on dairy is set to grow, but winning categories and brands will shift
The launch of private label cottage cheese in Spain exposes value erosion risk to brands
Kendamil's success in the USA highlights the potential of the "masstige" gap
Growth avenues with polarising spending patterns
COOL INNOVATION FOR THE CHILLED AISLE
Refrigeration taps into on-the-go occasions and promotes freshness, nutrient retention
Hungary's Pöttyös goes beyond dairy-based bars into wider chilled snacking occasions
Piccolo explores opportunities in refrigerated yoghurt for children in the UK
Opening the door to refrigerated dairy leads to untapped opportunities
CAFÉ CULTURE BREWS FLAVOUR AND GROWTH
Evolution of café culture and restaurant-at-home reinvigorate beverage ingredients
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Chobani brings novel flavours under the spotlight in the USA with ube coffee creamers
CP-Meiji and Tim Hortons' tie-up makes protein drinks more accessible in Singapore
Growing the café culture wherever consumer spend shifts
GLP-1 REDEFINES DAIRY'S ROLE IN WELLNESS
All-day relevance is key for dairy to retain its reputation for nutrition and wellness
Lactalis invests deeper into nutrition-dense snack formats
Ehrmann's dairy-based snacks bring indulgence and convenience to fitness occasions
Opportunities to strengthen the value of dairy in the future of wellness
DAIRY'S GLOW-UP INTO SELF-CARE MOMENTS
Opportunities lie with functional ingredients rising in the beauty space
Quaker Oatya's holistic wellness positioning boosts the competitiveness of plant-based
Japan's Kirin Delicious Immune Care Ceramide Plus borrows ingredients from skin care
Securing a right to win in beauty-from-within
CONCLUSION
Future implications
Opportunities for growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-dairy-products-and-alternatives/report.