

# HW Dairy Products and Alternatives in the US

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## Abstracts

As plant-based dairy has become increasingly mature in the US, the large dairy producers in the industry have now introduced plant-based varieties to the market in all categories within dairy products and alternatives. For instance, the Babybel brand, a leader in hard cheese, has now introduced a plant-based variant of its product in the US. Similarly, Kraft Heinz's Philadelphia cream cheese brand has introduced a plant-based cream cheese product. Both innovations came in dairy categories that h...

Euromonitor International's HW Dairy Products and Alternatives in USA report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
January 2024

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KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Plant-based dairy experiences high levels of innovation from major players in 2022  
Low fat leads health and wellness dairy products and alternatives due to health and weight concerns, but various factors hamper growth

Concerns about daily wellbeing continue to expand lactose free claims in 2022

### PROSPECTS AND OPPORTUNITIES

No and low sugar claims set to see growth over 2022-2027 as consumers understand the need for a healthier diet

Good source of minerals set to see the strongest performance over the forecast period as consumers look to boost their metabolism

Vegan will be one to watch as consumers seek to have a positive impact on their health, the environment, and animal welfare

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HEALTH AND WELLNESS IN THE US

EXECUTIVE SUMMARY

Overview

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