

# What's New in Plant-Based Dairy and the Future of Animal-Free

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Date: March 2022

Pages: 43

Price: US\$ 1,325.00 (Single User License)

ID: W13E6124EC85EN

## Abstracts

From plant-made milk and yoghurt to cheese alternatives, the dairy-free space continues to see very dynamic innovation, delivering strong growth and attracting key dairy players into the space. This report analyses the consumer drivers behind the success of this industry, key hotspots for growth and the latest innovation in the space, including the developments in precision fermentation and cell-cultured dairy to achieve animal-free alternatives.

Euromonitor International's What's New in Plant-Based Dairy and the Future of Animal-Free global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

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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.

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Key Takeaways

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