

U.S. Dairy Alternatives Market Size, Share & Trends Analysis Report By Source (Soy, Almond), By Product (Milk, Yogurt), By Distribution Channel (Supermarket & Hypermarkets, Convenience Stores), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. dairy alternatives market size was valued at USD 8.12 billion in 2025 and is expected to reach USD 20.07 billion by 2033, growing at a CAGR of 12.0% from 2026 to 2033. The growing number of health-conscious consumers and the growing prevalence of lactose intolerance in the U.S. are primarily driving the market.

In addition, the growing popularity of the vegan diet and an increased plant-based diet fuel the growth of the dairy alternative market in the U.S. According to the 2024 data published by the World Population Review, about 36% of the U.S. population is lactose intolerant. The growing availability of diverse products catering to diverse consumer preferences further surges growth in the U.S. market.

A growing number of health-conscious consumers are seeking alternatives to traditional dairy products that are lower in calories, fat, and cholesterol. According to data published by the United Health Foundation, about 36.9% of Americans reported having high cholesterol levels. Dairy alternatives such as almond, oat, and soy milk are considered healthier choices for many people. These demand shifts are fueling robust growth in the alternative milk industry, which has responded with a surge of new formulations, fortified options, and premium “clean label” offerings that appeal to both niche and mainstream shoppers.

Increasing consumer awareness of a healthy diet, coupled with rising demand for foods lower in cholesterol and fat, is expected to open new avenues for the market players

over the projected period. Lactose intolerance is a very common disorder in the world, and over 60% (according to the World Health Organization) of the global population has some level of milk allergy. As supply chains mature and economies of scale bring down costs, the plant-based dairy products market is poised to capture an ever larger share of total dairy spend, cementing its role as a permanent fixture in the U.S. food ecosystem.

Over 30 million American adults are lactose intolerant. The pattern of primary lactose intolerance appears to have a genetic component, and specific populations show high levels of intolerance, such as approximately 95% of Asians, 60-80% of African Americans and Ashkenazi Jews, 80-100% of American Indians, and 50-80% of Hispanics. Lactose intolerance is least common among people of northern European origin, with a prevalence of only about 2%.

At the same time, heightened awareness of the carbon footprint and water usage associated with conventional dairy has propelled environmentally focused shoppers toward plant based options, while the rise of flexitarian diets and lactose intolerance diagnoses continues to expand the consumer base beyond vegans alone. These dynamics have turned the non-dairy milk market into a fast moving arena where flavor, texture, and clean label positioning are decisive competitive levers. Moreover, strategic partnerships with coffee chains and foodservice operators have amplified visibility, making the non-dairy milk market a mainstream staple rather than a niche offering. Together, these trends and demand drivers suggest a sustained upward trajectory for plant based dairy alternatives in the United States over the next decade.

U.S. Dairy Alternatives Market Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the U.S. dairy alternatives market report on the basis of source, product, and distribution channel.

Source Outlook (Revenue, USD Million, 2021 - 2033)

Soy

Almond

Coconut

Rice

Oats

Others

Product Outlook (Revenue, USD Million, 2021 - 2033)

Milk

Yogurt

Cheese

Ice cream

Creamer

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarket & Hypermarkets

Convenience Stores

Online retail

Others

This report can be delivered to the clients within 5 Business Days

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