

U.S. Fortified Dairy Products Market Size, Share & Trends Analysis Report By Product (Milk, Yogurt, Cheese), By Ingredient (Probiotic & Prebiotic, Protein, Vitamins & Minerals), By Distribution Channel (Hypermarket/Supermarket, Convenience Stores), And Segment Forecasts, 2025 - 2033

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Abstracts

The U.S. fortified dairy products market size was estimated at USD 19.82 billion in 2024 and is projected to reach USD 28.41 billion in 2033, growing at a CAGR of 4.1% from 2025 to 2033. The increasing health-conscious consumer base drives market growth.

With an increasing focus on health and wellness, consumers are becoming more inclined toward dairy products that offer additional benefits such as improved digestion, immunity, and heart health. The demand for plant-based dairy alternatives, enriched with nutrients such as calcium, vitamins, and probiotics, has gained significant traction, driven by the rise in vegan and lactose-intolerant populations. Additionally, an increase in lactose intolerance and the growing preference for dairy alternatives have created opportunities for plant-based fortified dairy options, such as almond and soy milk, further expanding the market. For instance, according to the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) data, about 36% of Americans have lactose malabsorption.

According to the data published by Boston Children's Hospital Services, about 30 to 50 million people in the U.S. are lactose intolerant. Moreover, fortified dairy products, such as milk and yogurt, enriched with calcium, protein, and probiotics, are increasingly popular as Americans seek convenient options to enhance bone health, digestive health, and overall nutrition. This has urged key players to introduce new products to

cater to the changing consumer preferences. For instance, in February 2023, Dairy Farmers of America, Inc., collaborated with Good Culture to produce a new probiotic milk free from lactose. The new product is available in two variants: whole milk and 2% reduced-fat options. It is formulated with 1 billion probiotic cultures per 12-oz serving to support digestive and immune health. The U.S. market for fortified dairy products is booming due to a high level of health consciousness among consumers, driven by a focus on disease prevention, fitness, and overall well-being.

U.S. Fortified Dairy Products Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each of the sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the U.S. fortified dairy products market report based on product, ingredient, and distribution channel:

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

Milk

- Whole Milk

- Flavored Milk

- Others

Yogurt

- Regular/Traditional

- Greek

- Drinkable

- Plant-based

Cheese

- Butter & Spread

Ice Cream

Frozen Desserts

Others

Ingredient Outlook (Revenue, USD Billion, 2021 - 2033)

Probiotic & Prebiotic

Protein

Vitamins & Minerals

Omega-3 & Essential Fatty Acids

Enzymes

Others

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

Hypermarket/Supermarket

Convenience Stores

Specialty Stores

Online

Others

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