

Dairy in the United States



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<https://marketpublishers.com>

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SUMMARY

Dairy in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2011-15, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY FINDINGS

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the dairy market in the United States
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the dairy market in the United States
- Leading company profiles reveal details of key dairy market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the United States dairy market with five year forecasts by both value and volume

SYNOPSIS

Essential resource for top-line data and analysis covering the United States dairy market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

REASONS TO BUY

- What was the size of the United States dairy market by value in 2015?
- What will be the size of the United States dairy market in 2020?
- What factors are affecting the strength of competition in the United States dairy market?
- How has the market performed over the last five years?
- Who are the top competitors in the United States' dairy market?

KEY HIGHLIGHTS

The dairy food market consists of the retail sale of Butter and Spreadable Fats, Cheese, Cream, Dairy-Based and Soy-Based Desserts, Drinkable Yogurt, Fromage Frais and Quark, Milk, Soymilk and Soy Drinks and Yogurt products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2015 annual average exchange rates

The US dairy market generated total revenues of \$122,328.3m in 2015, representing a compound annual growth rate (CAGR) of 0.8% between 2011 and 2015.

Market consumption volume declined with a CARC of -1.5% between 2011 and 2015, to reach a total of

31,444.2 million Kg in 2015.

The US consumers enjoyed lower prices for drinking milk products in 2015, after paying higher prices in 2014. The unit price of cow's milk declined by 5% in 2015, after increasing by 7% in 2014. Reason behind decline in the price of milk in 2015 due to an

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COMPANIES MENTIONED

Chobani, LLC
Dean Foods Company
General Mills, Inc.
Mondelez International, Inc.

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