

United States Dairy Market Assessment, By Product Type [Milk and Milk Powder, Cheese, Cream, Yoghurt, Butter, Ice Cream, Others], By End-User Type/Application [Domestic; Industrial-Health and Wellness, Personal Care, Office Spaces, Educational Institutions/Hostels, HoReCa (Hotel, Restaurant and Caf?), Others], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Departmental Stores, Brand Stores/Kiosks, Others], By Region, Opportunities and Forecast, 2018-2032F

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Abstracts

The United States (US) Dairy Market is a matured market valued at USD 120.7 billion in 2024. The market will witness a CAGR of 4.21% during the forecast period between 2025 and 2032 and will be valued at USD 167.9 billion in 2032. With the rise in health-conscious consumers and higher per capita income in the US, there has been a proportionate rise in the demand for high-protein diets, particularly among younger millennials and generation Z. Dairy products include milk and value-added products such as clarified butter, butter, curd and skim milk powder. It also includes contemporary dairy products with added value like ice cream, yoghurt, cheese and whey. Since milk includes beneficial elements like calcium, protein, phosphorus, and vitamins, it is generally advised to consume it on daily basis. In terms of output, milk cows thrive in places with dry and cool weather. The majority of dairy cows in the US are Holsteins, a breed that produces more milk per cow than other breed of cows. Nonetheless, Jersey and crossbred cows have grown in favour in recent years because their milk contains higher quantities of milk fat and other milk solids than Holstein cows.

The majority of milk designated for manufacturing purposes is used to create cheese. As a byproduct of cheese production, a watery fluid known as whey is created. Whey is frequently processed further to produce items such as dry whey, whey protein concentrate, and lactose. Growing cheese demand has been one of key drivers shaping the growth of the US dairy industry. Cheese consumption has increased due to the availability of a wider range of cheeses, increased out-of-home eating, and increased popularity of ethnic cuisines that use cheese as a prominent ingredient. The Uruguay Round of trade negotiations resulted in the foundation of the World Trade Organization (WTO) on January 1, 1995. The US Department of Agriculture (USDA) regulates, assists, and promotes the US dairy industry. USDA's dairy-related programs include Federal Milk Marketing Orders, risk management programs, dairy grading and standards, dairy research and promotion programs, a Dairy Indemnity Payment Program, donation programmes, and different food purchasing programs.

Technology Involved in the US Dairy Market

The dairy business has seen considerable growth in the historical period between 2018 and 2032 owing to technology-driven goods, services and solutions. Some of the new age technologies that are helping in transformation of dairy market are supercooling technology, blockchain technology, synthetic dairy and robotic milking. Most advanced technology is robot milking because not only they complete the entire milking procedure automatically, but they also collect data to assist dairy producers in handling and deciding how to feed each cow in their herd.

Expansion of Baking Industry Boosts Market Growth

The rapid growth of the baking sector in the United States due to increasing preference for baked goods and confectionary products is propelling the market's expansion. As per the estimates of the American Bakers Association, the baking industry in the United States generates over USD 42 billion in direct wages, employs approximately 800,000 skilled professionals, and has an economic impact of almost USD 186 billion.

Additionally, as preference for indulgent and premium bakery items increases, the reliance on high-quality dairy products to enhance flavor and texture of the end-product also rises. The increasing popularity of artisanal and gourmet baked goods that contain rich dairy-based products is further increasing the reliance on the United States dairy market.

Specialty Dairy Products Demand is Expanding

The dairy business has been exclusively focused on milk from cows and buffaloes and milk-based products for many years. This established tradition has been overturned in the last few years by increasing internet usage and greater consumer awareness.

Consumers today are moving more and more toward better and special products like particularly artisan cheese, that have seen significant growth in manufacturing over the previous years.

Trade Policies Supporting the Market Expansion

The value of commercial exports of the US dairy products has grown greatly since the mid-2000s. There were sporadic periods of significant dairy export activity before that, but they were often subsidized by the US Government. The US competes with other large dairy suppliers including New Zealand, the European Union (EU), and Australia. Free trade agreements (FTAs) with various countries have provided the US with greater access to the world markets. For instance, dairy exports to Mexico increased through the US-Mexico-Canada Agreement (USMCA), previously known as the North American Free Trade Agreement (NAFTA). USMCA replaced NAFTA on July 01, 2022.

Impact of COVID-19 on the US Dairy Market

In the early days and months of the COVID-19 pandemic, the dairy industry faced challenges—such as shifts in supply and demands food service demand fell and retail demand skyrocketed. However, the industry ultimately emerged with no significant adverse impact due to the adjustments done by the dairy producers such as portfolio simplification and manufacturing flexibility. The US Dairy Market witnessed a growth in demand in 2020 majorly across categories including an upward growth chart for fluid milk after four years.

The post pandemic trends seem promising in anticipation of an increase in social occasions where specialty cheeses are served. For yogurt, the main driver of the planned increase in purchases is likely commitment to health, including the link between live cultures and probiotics and their potential impact on the immune system.

Impact of Russia-Ukraine War on the US Dairy Market

The war has had a significant impact on the markets for commodities, particularly food and energy. The Russian invasion of Ukraine poses considerable upside pricing risks

for agricultural, oil, and fertilizer commodities. These risks had led to increase in animal feed prices, feed supply and eventually farmgate milk prices. Another major impact on the US dairy industry was the increase in the milk products' packaging prices as the essential raw materials was supplied by the nations engaged in war.

Key Player Landscape and Outlook

The following major companies operating in the US Dairy market are thoroughly analysed regarding their product capabilities, value proposition offered, distribution channel, market shares and the most recent developments including inorganic growth strategies such as acquisitions & mergers and organic growth strategies such as production expansion. Furthermore, sustainability initiatives of the dairy companies are also included in the report. For instance, the food company Danone, which owns popular milk and yoghurt brands including Activia and Horizon Organics announced that it will reduce absolute methane emissions out of its milk supply chains by 30% making it the first leading food company to do so.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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