

# **United States Dairy Alternatives Market, By Type (Milk, Butter, Yogurt, Cheese, Others (Ice Cream, Cream, Tofu, Smoothies, etc.)), By Source (Soy, Coconut, Almond, Others), By Formulation (Unsweetened, Sweetened), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

United States Dairy Alternatives Market was valued at USD 9.38 billion in 2024 and is anticipated to grow USD 15.45 billion by 2030 with a CAGR of 8.73% during forecast period. The United States dairy alternatives market is experiencing significant growth, propelled by increasing health consciousness, dietary restrictions, and environmental concerns. A substantial portion of consumers are lactose intolerant or have dairy allergies, driving demand for plant-based options. Popular alternatives include almond, soy, and oat milk, with oat milk gaining rapid popularity due to its creamy texture and nutritional benefits. Innovations in taste and texture, along with the introduction of low-sugar and fortified products, are attracting a broader consumer base. Major food companies are expanding their plant-based portfolios, and retailers are increasing shelf space for these products.

### Key Market Drivers

Rising Health Awareness and Dietary Preferences

A significant driver of the United States dairy alternatives market is the growing consumer emphasis on health and wellness. Consumers are increasingly seeking products that align with healthy lifestyle choices, which has driven a shift away from traditional dairy toward plant-based alternatives. These alternatives are often perceived as lower in cholesterol, saturated fats, and calories compared to conventional dairy products. In January 2023, the United States Department of Agriculture (USDA) launched the Organic Dairy Marketing Assistance Program (ODMAP) to address challenges such as market volatility, rising input and transportation costs, and fluctuating feed supply and prices within the organic dairy sector. Through ODMAP, the USDA's Farm Service Agency allocated USD 104 million to support organic dairy operations with marketing expenses. This initiative is designed to provide financial relief and help stabilize the organic dairy market, enabling producers to better manage costs and maintain their operations.

Many dairy alternatives, including almond, oat, and soy milk, are fortified with essential nutrients like calcium, vitamin D, and B12, which help bridge nutritional gaps. The rising popularity of fitness culture and clean-label food products further reinforces the preference for dairy alternatives with minimal processing and natural ingredients. The demand for sugar-free, non-GMO, gluten-free, and organic options is also on the rise, catering to a broader audience concerned with long-term health benefits.

## Key Market Challenges

### Price Sensitivity and Affordability

One of the major challenges facing the United States dairy alternatives market is the relatively high cost of plant-based products compared to conventional dairy. Many dairy alternatives such as almond, oat, and coconut milk—require specialized processing, higher-quality raw materials, and additional fortification to match the nutritional profile of cow's milk. These factors contribute to elevated production and retail costs.

While health-conscious and environmentally aware consumers may be willing to pay a premium, price remains a significant barrier to broader adoption—especially among lower- and middle-income households. For example, a gallon of plant-based milk can cost nearly twice as much as traditional milk. This affordability gap limits the penetration of dairy alternatives in price-sensitive segments of the market and slows down their growth beyond urban and affluent consumers.

## Key Market Trends

### Rising Popularity of Oat Milk and Niche Plant-Based Ingredients

Oat milk has emerged as a standout performer in the United States dairy alternatives space, quickly rising to become one of the most preferred options after almond milk. Its creamy texture, mild flavor, and suitability for coffee and cereal have made it a favorite among consumers and baristas alike. Unlike almond milk, oat milk is also considered more sustainable due to its lower water usage and minimal environmental impact.

Beyond oat milk, niche ingredients such as cashew, macadamia, hemp, pea, and flaxseed are gaining traction. These alternatives cater to consumers seeking variety, better nutrition, or novel taste profiles. Many of these ingredients are being used to develop specialty products such as high-protein beverages, low-carb alternatives, and allergen-free formulations.

This trend reflects growing consumer interest in personalized nutrition and functional foods, with many buyers actively seeking alternatives that align with specific health needs or dietary preferences. Brands that can harness emerging ingredients while ensuring taste, texture, and nutrition are well-positioned for success.

## Key Market Players

Danone North America Public Benefit Corporation

SunOpta, Inc.

The Hain Celestial Group, Inc.

Daiya Foods Inc.

Eden Foods, Inc.

Living Harvest Foods Inc.

Archer-Daniels-Midland Company

Earth's Own Food Company Inc.

Pacific Foods of Oregon, LLC

Kite Hill

Report Scope:

In this report, the United States Dairy Alternatives Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Dairy Alternatives Market, By Type:

Milk

Butter

Yogurt

Cheese

Others

United States Dairy Alternatives Market, By Source:

Soy

Coconut

Almond

Others

United States Dairy Alternatives Market, By Formulation:

Unsweetened

Sweetened

### United States Dairy Alternatives Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

### United States Dairy Alternatives Market, By Region:

South

West

Midwest

Northeast

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Dairy Alternatives Market.

### Available Customizations:

United States Dairy Alternatives Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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