

# **US Milk Market (Whole, Plant-based, Organic, Lactose-free & Flavored): Industry Analysis & Outlook (2019-2023)**

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## **Abstracts**

Milk is relished worldwide and its consumption, particularly in natural form, and production has been rising continuously. Over the years, population growth and greater affordability have pushed the demand for milk and its derivatives. Milk is the number one source of nine essential nutrients in young Americans' diets and provides many significant health benefits. Milk is considered a "complete protein," meaning it contains all the essential amino acids necessary for a human body to function at an optimal level. Drinking milk is associated with a lower risk of age-related muscle loss in several studies.

The US milk market is set to experience favorable growth driven by factors such as rising population, improving disposable incomes, strong sales of lactose free milk and growing health concerns among the consumers. The major trends observed in this market include technological advancements, growing penetration of organic milk, increasing preference of milk alternatives, clean label products and innovative flavors. However, the growth of the market is constrained by challenges such as adverse impact on health, contamination issues and intense competition in the market.

The report "The US Milk Market: Industry Analysis & Outlook (2019-2023)" analyses the development of this market. The major trends, growth drivers as well as issues being faced by the market are discussed in detail in this report. The four major players: Danone SA, Dean Foods Co., Nestlé S.A., PepsiCo, Inc. are being profiled along with their key financials and strategies for growth.

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