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Drinking Milk Products in the US

August 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- A shift back to full fat is seen in milk
- A decline in milk consumption
- Flavoured milk and goat milk maintain consumer interest

PROSPECTS AND OPPORTUNITIES

- Sustainability goals to strain dairy production costs
- Production stability and consumption shifts
- Competition with plant-based milk likely to continue

CATEGORY DATA

- Table 1 - Sales of Drinking Milk Products by Category: Volume 2019-2024
- Table 2 - Sales of Drinking Milk Products by Category: Value 2019-2024
- Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024
- Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
- Table 7 - Distribution of Drinking Milk Products by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
- Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in the US - Industry Overview

EXECUTIVE SUMMARY

- Dairy products and alternatives in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for dairy products and alternatives?

MARKET DATA

- Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 - Penetration of Private Label by Category: % Value 2019-2024
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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