



Euromonitor
International

Milk Allergies and the Rise of Non-Cow Dairy

March 2021

Table of Contents

INTRODUCTION

Scope

Key findings

SPOTLIGHT ON MILK ALLERGIES

Around one quarter of the population suffer from allergies

Consumers who follow a strict dairy-free diet remain a small minority

Digestion and health: key demand drivers for dairy-free diets

Understanding market nuances is key for a successful positioning

RISE OF NON-COW ALTERNATIVES

A2 milk and non-cow's milk to target consumers with milk allergies

France and Spain: bright future ahead in goat milk

Bubs Australia: a success story in goat milk formula

Tailspring: goat milk diversifies into pet food

Sheep-based dairy can follow in the footsteps of goat dairy

Spotlight on plant-based alternatives with non-allergenic ingredients

"No soy" and "no milk" key allergy-friendly claims in plant-based dairy

Lactose and gluten-free claims: key part of Ripple's positioning in the US

Plant-based baby milk with allergy-friendly ingredients top of the agenda

FUTURE OUTLOOK

Lab-grown dairy: lactose-free but not allergy-friendly

New paths to allergy prevention

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/milk-allergies-and-the-rise-of-non-cow-dairy/report.