Euromonitor International

Where Consumers Shop for Dairy Products and Alternatives

June 2025

INTRODUCTION

Scope

Key findings

INDUSTRY SNAPSHOT

Dairy sector decelerates in 2024 due to inflation

Dairy and plant-based dairy growth driven by cheese

Developing regions to drive growth as consumers look for value-added products

CHANNEL SHIFTS

E-commerce gains share, while supermarkets and hypermarkets decline

Baby food leads e-commerce sales due to less dependence on strict cold chain

STORE-BASED CHANNELS

Small local grocers and discounters take share from supermarkets

Discounters and small grocers show strongest growth over the historic period

Discounters drives grocery retailers' growth

Walmart and Schwarz maintain leading positions over the historic period

Private label continues to grow in an environment of decreasing consumer purchasing power

Premiumisation of private label drives growth

E-COMMERCE

E-commerce still posts a high growth rate albeit waning compared to the review period…

…as strong cold chain is required for many dairy products and alternatives

Dairy products and alternatives remains a less explored category for marketplaces

Baby food in Korea drives e-commerce growth in Asia Pacific

FUTURE DEVELOPMENTS

GDP per capita and population growth will contribute to the growth of the industry

Key takeaways

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-dairy-products-and-alternatives/report.