



# HW Dairy Products and Alternatives in the US

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Organic dairy products and alternatives maintains solid growth as consumers value the health and environmental benefits of such products

Low fat leads health and wellness dairy products and alternatives due to health and weight concerns, but various factors hamper growth

Lactose free remains an important claim as concerns about wellbeing continue to expand in 2023

#### PROSPECTS AND OPPORTUNITIES

No/low/no added sugar claims expected to see growth over 2023-2028 as consumers understand the need for a healthier diet

Good source of minerals set to see a strong performance over the forecast period as consumers look to boost their metabolism

Vegan and plant-based will be claims to watch as consumers seek to have a positive impact on their health, the environment, and animal welfare

#### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

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### Health and Wellness in the US - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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