



Euromonitor  
International

# HW Dairy Products and Alternatives in Australia

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumer interest in digestive health and metabolism drives sales of health and wellness dairy products and alternatives  
Good source of minerals is leading health and wellness claim in dairy products and alternatives as consumers turn to fortified/functional products  
Health concerns encourage reduction of sugar intake and new product development

#### PROSPECTS AND OPPORTUNITIES

Demand for plant-based options set to grow, supported by new launches  
Lactose free to gain further penetration as health and wellness claim in dairy products and alternatives due to increasing consumer awareness of food intolerance  
No sugar expected to record increase as government aims to reduce obesity levels in Australia

#### CATEGORY DATA

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

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## Health and Wellness in Australia - 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

### DISCLAIMER

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