



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

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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Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

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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