



Euromonitor
International

HW Dairy Products and Alternatives in the United Kingdom

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health trend drives demand for high protein and better for you dairy products

Low fat is leading health and wellness claim in dairy products and alternatives due to rising obesity concerns in the UK

Growth in no allergens driven by greater food intolerance awareness and general health trends

PROSPECTS AND OPPORTUNITIES

Fortified/functional claims and dietary and free from dairy set to gain further momentum

Good source of minerals and vitamins to remain strong claims within health and wellness dairy products and alternatives over the forecast period

Increasing demand for no sugar options set to be driven by rising health awareness and further HFSS legislation

CATEGORY DATA

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Health and Wellness in the United Kingdom - 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-dairy-products-and-alternatives-in-the-united-kingdom/report.