



Euromonitor  
International

# HW Dairy Products and Alternatives in the United Kingdom

August 2024

### 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

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

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

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 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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