



Euromonitor  
International

# Dairy Products and Alternatives in Western Europe

February 2025

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western Europe has the highest per capita consumption

Steady annual growth rates expected in the coming years

Western Europe has the biggest dairy market regionally

Dairy records strong value growth in Turkey over 2019-2024

Germany takes over as the biggest plant-based dairy market over the review period

Cheese dominates the new sales over the 2019-2024 period

Rising costs and prices still an issue at the end of the review period

Organic products popular in baby food in France

Modern grocery retailers dominate distribution in Western Europe

Discounters make gains in Western Europe over 2019-2024

## LEADING COMPANIES AND BRANDS

Private label the major presence in many Western European markets

Lactalis and Danone the leading players in Western Europe

France the major revenue generator for more than half of the top 10 players

Müller slips to seventh in the brand rankings in 2024

## FORECAST PROJECTIONS

Growth of around 1% a year expected in Western Europe over the forecast period

While cheese will add the most new sales, plant-based dairy will be most dynamic

Nestlé sells its French baby food assets to FNB Private Equity

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape  
Sweden: Market Context  
Sweden: Competitive and Retail Landscape  
Switzerland: Market Context  
Switzerland: Competitive and Retail Landscape  
Turkey: Market Context  
Turkey: Competitive and Retail Landscape  
UK: Market Context  
UK: Competitive and Retail Landscape

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-products-and-alternatives-in-western-europe/report](http://www.euromonitor.com/dairy-products-and-alternatives-in-western-europe/report).