The Growing Appeal of Dairy Alternatives

Concerns impacting dairy perceptions globally

- Lactose Intolerance
- Allergens
- Perceived Unhealthfulness
- Animal Product Avoidance

Contributing to a 22% decline in U.S. fluid milk consumption from 2000-16

A new generation of plant-based milks

- In refrigerated case, like traditional dairy
- Beyond soy: nuts, legumes, seeds, grains, pulses
- Nutrition: protein, Omega-3’s, calcium, Vitamin D
- Choices: plant-based milks, cheeses, yogurts, and frozen desserts

Gaining mainstream appeal in the U.S.

- About 50% of U.S. consumers buy both dairy and dairy alternatives
- 40% Dairy alternatives’ predicted share of total U.S. dairy market by 2021

Perceived health halo may set a higher standard

- 45% expect the same experience as traditional dairy
- Higher label scrutiny for sugar, protein, fat and other ingredients than traditional dairy
- Greater purchase influence from ingredients’ healthfulness, quality

Plant-based dairy alternatives: Formulation considerations

- Texture differences
- Nutrient content
- Sugar reduction

Partner with Cargill and leverage our specialty sweetness and texture ingredient portfolio to bring consumer-pleasing dairy alternatives to market. Contact us at 1-877-SOL-UTNS (765-8867),

1 Packaged Facts, Dairy and Dairy Alternative Beverage Trends in the U.S., 2017
2 Cargill proprietary research, “The Shifting Global Dairy Market”
3 Ibid, Packaged Facts
4 Ibid, Cargill proprietary research
5 © 2018 Cargill, Incorporated. All Rights Reserved.