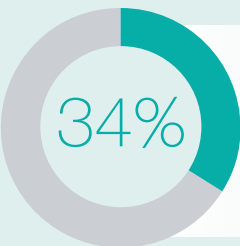


# Dynamic dairy category delivers on current trends

While plant-based dairy alternatives have basked in the spotlight in recent years, the modern reality is not necessarily an “either/or” proposition. Our report digs into strategies for accentuating the positives and winning with consumers in this huge and highly relevant category.

## A colossal category



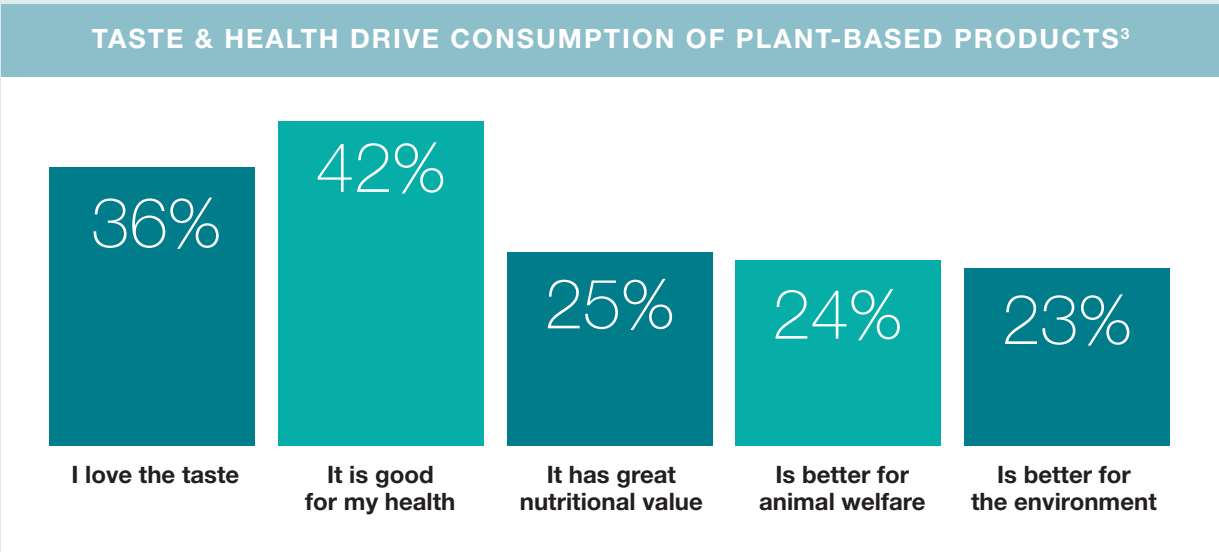
Together, **dairy & dairy alternatives** account for **34%** of all U.S. packaged food by volume.<sup>1</sup>

## “Real” resonates in traditional dairy

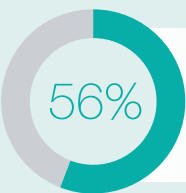
- ✓ **Label-friendly simplicity**
- ✓ **Nutritional credentials**
- ✓ **Permissible indulgence**

## Plant-based continues to grow

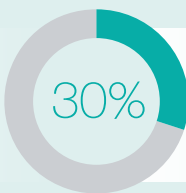
**More than 1/3 of consumers** first bought **plant-based alternatives** post-2020<sup>2</sup>



## Leaning into health & wellness



**of global consumers actively seek healthy ingredients** in their food;



**are willing to pay a premium** for health and wellness<sup>4</sup>



**Immune support ranks #3** in recent study of product attributes most likely to influence purchase<sup>5</sup>

## Revolutionary dairy on the horizon



**Precision fermentation** introduces gene sequences found in cow’s milk to microorganisms like yeast to create proteins that are bio-identical to traditional dairy.

81%

**of respondents** said they would purchase products from precision fermentation occasionally, if not regularly.<sup>6</sup>

## Get all the details in our report, *Re-discovering Dairy*.

Discover valuable consumer insights, top claims driving purchase, plus strategies for reducing sugar and sodium, enhancing function and more.

[GET THE REPORT](#)



Sources:  
<sup>1</sup> Euromonitor 2022. (Excludes waters, beverages, drinks.)  
<sup>2</sup> McKinsey Dairy Survey, 2022.  
<sup>3</sup> Ibid.  
<sup>4</sup> Euromonitor International. “Voice of the Consumer: Lifestyles Survey,” 2022.  
<sup>5</sup> Cargill ClaimTracker.™ Plant-Based Dairy Alternatives. 2023.  
<sup>6</sup> The Hartman Group/Cargill. “ Fermenting the Future: The Growing Opportunity.” 2023.