

DAIRY ALTERNATIVES



Year after year plant-based alternatives have been rising in popularity by around 10% since 2010. A significant portion of these are in the dairy alternatives product category, which covers a wide range of daily foods and drinks. Some of these products can provide health and lifestyle benefits, being lower in saturated fats and calorific content than their dairy counterparts. Whether it is due to the rise in veganism, people being lactose intolerant, lifestyle changes, or simply because people prefer the taste; dairy alternatives are continuing to become a staple food across many countries in Europe, and the rest of the world.

SOME KEY EXAMPLES OF DAIRY ALTERNATIVES

Dairy alternative products span across a range of different products, here are a few examples...

PLANT-BASED DRINK

There are many types of plant-based drink alternatives, all with their own flavour. Most of these have 25-63% of the fat that full-fat milk contains, as well as the majority of these being lower in calories.



Soy



Almond



Oat



Rice



Pea



Potato

PLANT-BASED SPREAD

Made from plant oils instead of cow milk; they offer a great vegan alternative.



FERMENTED PLANT-BASED SPECIALTIES

Made from a variety of plant sources and different probiotics, which can help to maintain the balance of gut microbiota. Commonly made from soy, plant-based alternatives to cheese contain healthy fats and little-to-no cholesterol.



PLANT-BASED FROZEN DESSERT

Plant-based alternatives to typical desserts such as ice cream can be great alternatives to dairy.



Plant-based drinks can provide nutritional benefits as alternative to full-fat cow milk, as these non-dairy alternatives are commonly lower in calories and saturated fats. Plant-based drinks are naturally rich in certain minerals and vitamins and fortification is used to further enhance their nutritional value.

DID YOU KNOW?

€36.9 BILLION

is the estimated global market value that dairy alternatives will reach by 2050, from €21.5 Billion in 2020.



WHY THE GROWTH OF DAIRY ALTERNATIVES?

There are several key factors that contribute to the rising growth of dairy alternatives throughout Europe and the rest of the world. This graph showcases the average consumer's major motivations when choosing plant-based drink as a dairy alternative in their life.

As the popularity of dairy alternatives steadily increases, it is predicted that the market sector will continue to grow exponentially, primarily due to the core reasons shown.