

# Plant-based dairy market to expand nearly 3x by 2031 end

Insights based on a report on plant-based dairy market

By Fact.MR.

Global sales of plant-based dairy products are expected to grow 11% until 2031 with an estimated market value of US\$ 32 Bn, according to a recently published report by an ESOMAR-certified market research and consulting firm. Increased preference for naturally sourced food products is majorly spurring demand.

With the growing adopting of vegan diet, dairy alternatives market has witnessed a significant growth in recent years. Historically, from 2016 to 2020, consumption of plant-based dairy flourished at a CAGR of around 9%, reaching a valuation of US\$ 11 Bn. Furthermore, rising awareness about the health benefits associated with plant-based foods has boosted the demand for dairy alternative products worldwide.

Developed regions such as North America and Europe will dominate the global plant-based dairy market share, with a combined figure of 53% in 2021. The importance of plant-based dairy was further highlighted with the onset of Covid-19, as consumers increasingly shifted towards consumption of non-animal based food products.



Tangy tofu and cashew ricotta by Molly Patrick

## Key takeaways from the market study:

- The global plant-based dairy market is anticipated to add almost 3x value by 2031
- Almond milk remained the top selling category in 2020, clocking a value of US\$ 6.5 Bn
- 2 out of 5 sales of plant-based dairy products occur via online retail platforms
- By nature, organic plant-based dairy products sales to surge at 13% CAGR
- Sales across the U.S market to compound at a CAGR of over 10% until 2031
- Organic dairy sales in China topped US\$ 1 Bn in 2020, forecast to expand at nearly 14% CAGR

“Cheese alternatives are predicted to be the ‘next frontier’ in plant-based innovation, advancements in ingredient technology are estimated to fire dairy-alternatives market,” comments a research analyst.

## Competitive landscape

Prominent players are embracing innovative approaches such as ground-breaking marketing tactics, technological advances for cancer screening, mergers, and acquisitions.

- In 2016, Key manufacturer Danone SA, the French dairy giant made a move into dairy-free by acquiring WhiteWave Foods, the US manufacturer of the Alpro and Silk plant-based dairy-alternative ranges, for US\$ 12.5 Bn.
- In February 2019, Danone announced it was opening a new building at its facility in DuBois, Pennsylvania, dedicated to plant-based food products including yogurt.
- In December 2019, Danone’s French dairy peer Lactalis announced it was taking its Siggis yogurt brand into the plant-based market.
- In March 2020, Arla announced the launch of a range of chilled, oat-based drinks, to be marketed under a new brand, Jörd, and initially available in Denmark, Sweden and the UK. **SR**

