

## **North America Dairy Alternative Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The North American dairy alternatives market is expected to witness a CAGR of 15.4% during the forecast period (2023 - 2028).

The coronavirus pandemic has resulted in a sudden increase in plant-based substitutes in the United States. For Instance, Kroger, with nearly 2,800 supermarket stores across the United States, said that tofu sales jumped nearly 9% between mid-March and the end of May 2020.

Countries like the United States and Canada are observing growth in the demand for dairy alternatives mainly due to increased disposable income, lifestyle changes, and eating patterns. The rise in popularity of organic plant-based milk due to a growing number of health-conscious consumers and paleo diet trends encourage dairy alternative producers to expand in the region. Furthermore, growing environmental concerns further drive the demand for dairy alternative products in the market.

One of the major restraining factors in the growth of the dairy alternatives market is allergies associated with plant-based sources such as soy and almonds.

North America Dairy Alternative Market Trends

Dairy-Free/Lactose-Free Products On The Rise

The major factor driving consumers to choose dairy-free food is a shift in awareness towards dairy-free and its functionality. The major reasons customers are looking for dairy substitutes are lactose intolerance, sustainability, and veganism. The most preferred dairy-free products are milk, yogurts, frozen desserts, sour cream, and others. Millennials, in particular, are a potential

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

audience for probiotic plant-based yogurts as they are interested in probiotic foods and beverages, plant-based options, and snacking. Manufacturers are focused on developing dairy-free yogurts that are healthy and plant-based with clean labels, taste, and interesting flavor profiles. In 2021, Mexican food tech company, Heartbest Foods, announced that its plant-based milks would be available nationwide across Mexico. The company produces a range of vegan milk, cheese, and creams, including unique drinks such as pea and amaranth.

## The United States To Dominate the North American Market

US consumers opt for dairy alternatives due to lactose intolerance, dairy sensitivity, or allergy. Soy and almond milk are the preferred milk alternatives in the United States. The rise in the popularity of organic milk is due to a growing number of health-conscious consumers. The paleo diet trend also encourages dairy alternative producers to expand. Higher demand for soy desserts has been observed, resulting from increased indulgence and demand for on-the-go snacks. There has been a significant increase in the sales of chocolate-based soy desserts as they are 100% plant-based, lactose-free, and free from artificial colors and preservatives.

## North America Dairy Alternative Market Competitor Analysis

North America's dairy alternative products market is highly fragmented, with various small and medium-sized companies and a few big players, resulting in stiff competition. The market has the presence of few family-owned private companies operating in distinct categories, and their presence is limited to fewer countries across the region. Dean Foods, Daiya Foods Inc., Earth Own Food Company Inc., Blue Diamond Growers Inc., Sunopta Inc., Archer Daniels Midland Company, Nutriops S.L., and Sanitarium Health & Wellbeing Company are some of the major companies engaged in the manufacturing and distribution of dairy alternatives across the region.

### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

### **Table of Contents:**

#### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
  - 4.3.1 Threat of New Entrants
  - 4.3.2 Bargaining Power of Buyers/Consumers
  - 4.3.3 Bargaining Power of Suppliers
  - 4.3.4 Threat of Substitute Products
  - 4.3.5 Intensity of Competitive Rivalry

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## 5 MARKET SEGMENTATION

### 5.1 By Product Type

#### 5.1.1 Food

##### 5.1.1.1 Yogurt

##### 5.1.1.2 Frozen Desserts

##### 5.1.1.3 Other Foods

### 5.1.2 Beverage

#### 5.1.2.1 Soy Milk

#### 5.1.2.2 Almond Milk

#### 5.1.2.3 Coconut Milk

#### 5.1.2.4 Rice Milk

#### 5.1.2.5 Other Beverages

### 5.2 By Distribution Channel

#### 5.2.1 Hypermarket/Supermarket

#### 5.2.2 Convenience Stores

#### 5.2.3 Online Retail Channels

#### 5.2.4 Other Distribution Channels

### 5.3 Geography

#### 5.3.1 United States

#### 5.3.2 Canada

#### 5.3.3 Mexico

#### 5.3.4 Rest of North America

## 6 COMPETITIVE LANDSCAPE

### 6.1 Most Active Companies

### 6.2 Most Adopted Strategies

### 6.3 Market Share Analysis

### 6.4 Company Profiles

#### 6.4.1 Groupe Danone

#### 6.4.2 Dean Foods Company

#### 6.4.3 SunOpta Inc.

#### 6.4.4 Blue Diamond Growers Inc.

#### 6.4.5 Daiya Foods

#### 6.4.6 Sanitarium Health & Wellbeing Company

#### 6.4.7 Eden Foods Inc.

#### 6.4.8 Nutriops S.L

#### 6.4.9 Freedom Foods Group Limited

#### 6.4.10 The Hain Celestial Group Inc.

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 IMPACT OF COVID-19 ON THE MARKET

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**North America Dairy Alternative Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)