

## **Australia Non-Dairy Milk - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029**

Market Report | 2023-08-19 | 157 pages | Mordor Intelligence

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### **Report description:**

The Australia Non-Dairy Milk Market size is estimated at USD 366.19 million in 2024, and is expected to reach USD 580.35 million by 2029, growing at a CAGR of 9.65% during the forecast period (2024-2029).

Enhanced customer personalization options provided by cafes coupled with plant milk diversities offered by supermarkets fuel the market growth

- The off-trade channel plays a major role in the sales of plant-based milk in the region. Plant-based milk accounted for the majority of share in off-trade channels among dairy alternative products. In 2022, plant-based milk accounted for more than 85% of the value share in Australia. Among the off-trade channels, the supermarkets and hypermarkets channel is the largest distribution channel in the Australian plant-based milk market. The proximity factor of these channels, especially in large and developed cities, provides them with an added advantage of influencing the consumer's decision to purchase among the large variety of products available in the market. In 2022, the supermarkets and hypermarkets channel accounted for 73% of the value share.

- Plant-based milk has captured half of cafe drink sales in Australia. Major chains like Starbucks, Blue Tokai Coffee, Costa Coffee, and Third Wave Coffee Roaster continue to enhance personalization and expand plant-based menu options. These cafes are launching non-dairy-based hot and cold beverages in pairings, such as lattes with plant-based milk, espresso, and iced coffee. The plant-milk sales through the on-trade channel are anticipated to grow by 12.7% by 2025 compared to 2023 in Australia.

- The online channel is expected to be the fastest-growing distribution channel in the off-trade segment. Convenience is the primary motivation for shoppers who have transitioned to shopping for more groceries online. It is projected to register a Y-o-Y growth value of 27.5% during the period 2023-2025. The demand for e-commerce retailing is increasing due to the rising volume

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of mobile users. In 2022, Australia's internet penetration rate stood at 91.0 % of the total population.

## Australia Non-Dairy Milk Market Trends

Vegan influence drives the plant-based milk consumption in the country

- The consumption of different types of plant milk in Australia has been on the rise for the past few years due to the growing vegan population. There are even vegan music festivals conducted in numerous Australian cities. Australia has the third-highest percentage of vegans per capita globally. As of 2022, there are 2.5 million vegans and vegetarians in the country.
- Several vegan celebrities in Australia, particularly celebrity chefs, have played a significant role in bringing plant-based lifestyles into the mainstream of dining and food culture. This is increasing the inclusion of soy milk, especially in the daily diet, as it replaces conventional milk, is strengthening consumption patterns across the country.
- According to the Australian Bureau of Statistics, consumers drink about half a metric cup of milk alternatives per person every week. The most popular plant-based milk in Australia is currently soy milk (which occupies almost half the market), followed by almond milk, oat milk, and coconut milk.
- Consumers, especially those allergic to milk, are keen to consume plant-based milk products. Cow milk allergy is one of the common food allergies in young children. As of 2022, in Australia, around 1 in 50 babies and young children showed signs of an allergy to cow's milk. Also, 45% of consumers are actively trying to reduce the number of animal products they consume. Thus, the per capita consumption of plant-based milk in Australia is estimated to increase by 4.74% during 2022-2023.
- Australians choose plant-based diets and lifestyles due to various factors ranging from ethical, political, environmental, religious, or economic reasons. Thus, the per capita consumption is expected to grow significantly during the forecast period.

## Australia Non-Dairy Milk Industry Overview

The Australia Non-Dairy Milk Market is moderately consolidated, with the top five companies occupying 44.69%. The major players in this market are Blue Diamond Growers, Oatly Group AB, PureHarvest, Sanitarium Health and Wellbeing Company and Vitasoy International Holdings Ltd (sorted alphabetically).

Additional Benefits:

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

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