

United States Dairy - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The United States Dairy Market size is estimated at USD 107.08 billion in 2024, and is expected to reach USD 126.80 billion by 2029, growing at a CAGR of 3.44% during the forecast period (2024-2029).

Availability of clean label products is enhancing the growth of retailing unit in North America

- The US distribution channel grew 1.62% in 2022 compared to 2021. The growth is attributed to the popularity and availability of clean-label products in dairy segments, such as cheese, yogurt, and milk. These clean-label dairy products are free from artificial ingredients, including artificial colors, flavors, and preservatives. These retailers also offer a wide variety of dairy products of various brands. Considering the demand for distribution channels in the United States, this segment is expected to rise by 16.02% in 2025.

- Supermarkets and hypermarkets have larger spaces and shelves to store their products. As a result, under the off-trade retailing modes, supermarkets and hypermarkets dominated the country's overall distribution channel by holding a share of 61.77% in 2022. Some of these supermarkets and hypermarkets nationwide are Walmart, Target, Kroger, Amazon, Costco Wholesale Corporation, Albertsons Cos., Ahold Delhaize USA, and Publix Super Markets Inc. These retailers are providing dairy products at varied prices (low, medium, and high). The base selling price of ice cream in the United States is USD 2.68, which can go as high as USD 50.

- In the United States, consumers majorly prefer out-house consumption. In 2022, it was observed that 23.1 million individuals were consuming food outside at least once a week in the United States. The total number of restaurants in the country was 1.05 million in 2020. As a result, on-trade retailing modes have gained popularity in the last five years in the country. In the United States, under the on-trade retailing mode, the milk segment held a share of 79.87% compared with other dairy products in 2022.

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United States Dairy Market Trends

Increased demand for milk's nutritional profile largely impacts the consumption of dairy in the United States

- Among dairy products, milk is the top source of 13 essential nutrients, including vitamin A (15%), vitamin D (15%), riboflavin B2 (30%), niacin B3 (15%), and calcium (25%). Due to its nutritional profile, it is highly preferred in the diets of children and youth aged 18 and younger. The average US consumer consumed 667 pounds of dairy on a milk-fat basis in 2021. For the overall milk per capita consumption, school meal programs play an important role in promoting the consumption of dairy. They allow the consumption and promotion of healthy dietary patterns. In 2021, children aged between 6 and 12 years received 35% of their liquid milk at schools, and those aged between 13 and 18 received 25%.
- Among the dairy products consumed, the increasing popularity of cheese among the US population has positively impacted the consumption of pizza. Large chains such as Domino's Pizza, Pizza Hut, Little Caesars, and Marco's Pizza have boosted the carry-out and delivery of pizza throughout the country. This is also because consumers are more interested in cooking meals at home, and during an uncertain time, they long for more nostalgic dishes, like grilled cheese sandwiches, nachos, and mac and cheese, driving per capita consumption. In 2021, the per capita consumption of cheese increased by 5.3% compared to 2020.
- The per capita consumption of dairy products declined by 2% in 2020 because of the COVID-19 pandemic and negative producer price differentials. In 2020, the United States lost more than 9% of licensed dairy operations, which resulted in only 32,000 dairy operation facilities in that year. The market has seen a considerable recovery during 2021-2023, with a steady growth of 4.3% in per capita consumption.

United States Dairy Industry Overview

The United States Dairy Market is fragmented, with the top five companies occupying 17.84%. The major players in this market are Danone SA, Froneri International Limited, Groupe Lactalis, Nestle SA and The Kraft Heinz Company (sorted alphabetically).

Additional Benefits:

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

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