

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

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Report description:

The United States Non-Dairy Milk Market size is estimated at USD 4.25 billion in 2024, and is expected to reach USD 7.35 billion by 2029, growing at a CAGR of 11.58% during the forecast period (2024-2029).

Availability of plant-based milk easily through wide retail sector is boosting the growth

- The sales of plant-based milk in retail channels play a major in the United States. Plant-based milk now serves as the innovation leader in the milk category, supported by key advancements in ingredient diversification and product development that seeks to replicate both the sensory experience and nutritional value of cow's milk. In 2022, the sales value of plant-based milk in the overall distribution channel increased by 8.1% from 2021.
- In 2021, plant-based milk sales in retail channels increased by three times compared to cows' milk, which represents a 27% growth from 2020, where cows' milk growth stands at 9%. In the same year, 42% of households purchased plant-based milk, and 76% of plant-based milk buyers purchased it multiple times in retail channels. The growth is aided by shoppers in the United States who want to eat less animal-based foods due to the risks associated with animal-based foods, such as the presence of antibiotics, hormones, and others.
- Among overall plant-based products in the United States, plant-based milk sales have been increasing. The off-trade segment dominates the distribution channels of the United States plant-based milk market. In the off-trade segment, supermarkets and hypermarkets accounted for a major share. In 2022, supermarkets and hypermarkets accounted for an 80.9% share in terms of value.
- The on-trade channel is the fastest-growing segment in the United States plant-based milk market, which is anticipated to increase at a growth rate of 21.2% in 2024 from 2021. Many leading restaurants in the United States use plant-based milk,

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particularly as an ingredient option in cocktails, smoothies, coffees, and espresso-based drinks. In 2022, there were more than 600,000 restaurants in the United States.

United States Non-Dairy Milk Market Trends

Increasing lactose intolerance, growing preference for healthy food, and sustainable ingredient sourcing boosted the plant-based milk market

- Plant-based milk consumption per person is rising significantly in the United States, supported by investments and innovations by companies. More than 52% of US consumers prefer plant-based food. Most Americans generally consume less dairy and other animal products, and compared to vegans or vegetarians, they also tend to be more flexitarian. As of 2022, 7% of consumers in the United States adopted a flexitarian diet, compared to over 12% who prefer a plant-based diet. Although Americans of all ages are interested in plant-based foods, people in their 20s and 30s are the most interested.
- Nearly half of Americans (47%) consume plant-based milk regularly, which increased to 56% in the millennial and Generation X age groups. Factors such as increasing lactose intolerance, growing preference for healthy food, and sustainable ingredient sourcing resulted in major growth of the plant-based milk market. In the United States, 40% of Generation Z, 38% of millennials, 34% of Generation X, and 21% of Baby Boomers and seniors consume plant-based milk due to sustainably sourced ingredients.
- Governmental support is another factor boosting the production and consumption of plant-based dairy products in the country. The US government identified plant-based foods as an important and growing industry. Plant-based food companies in the United States received USD 5 billion in funding in 2021, up by 60% from 2020. The most mature portion of the alternative industry, the plant-based alternatives sector, secured USD 1.9 billion in investments in 2021, almost three times the USD 693 million raised in 2019.

United States Non-Dairy Milk Industry Overview

The United States Non-Dairy Milk Market is moderately consolidated, with the top five companies occupying 48.59%. The major players in this market are Blue Diamond Growers, Califia Farms LLC, Danone SA, Oatly Group AB and Walmart Inc. (sorted alphabetically).

Additional Benefits:

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

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