

## **HW Dairy Products and Alternatives in Australia**

Market Direction | 2024-07-31 | 18 pages | Euromonitor

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### **Report description:**

Consumers in Australia have become increasingly concerned about their general health and wellbeing since the pandemic. In an effort to reduce their chances of infection from viruses and promote quick recovery in general, an increasing number of Australians are looking for ways to improve their overall health through their diet, leading to rising demand for foods that are perceived as beneficial for the metabolism and are rich in fibre, minerals and protein. Most commonly associated with dairy pr...

Euromonitor International's HW Dairy Products and Alternatives in Australia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the HW Dairy Products and Alternatives market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2024

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### **HW DAIRY PRODUCTS AND ALTERNATIVES IN AUSTRALIA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Consumer interest in digestive health and metabolism drives sales of health and wellness dairy products and alternatives

Good source of minerals is leading health and wellness claim in dairy products and alternatives as consumers turn to fortified/functional products

Health concerns encourage reduction of sugar intake and new product development

#### **PROSPECTS AND OPPORTUNITIES**

Demand for plant-based options set to grow, supported by new launches

Lactose free to gain further penetration as health and wellness claim in dairy products and alternatives due to increasing consumer awareness of food intolerance

No sugar expected to record increase as government aims to reduce obesity levels in Australia

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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