

Plant-Based Dairy in the US

Market Direction | 2024-08-14 | 23 pages | Euromonitor

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Report description:

In 2024, plant-based milk retail volumes are expected to remain robust in the US despite rising unit prices, solidifying its position as the largest category in plant-based dairy. This stability reflects a mature market in which plant-based milk continues to thrive. The resilience of plant-based milk is notable as it contrasts with the volatility seen in other plant-based dairy categories. Its maturity suggests a well-established consumer base that values both the product's affordability and its...

Euromonitor International's Plant-based Dairy in USA report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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