United Kingdom Dairy Alternatives - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 200 pages | Mordor Intelligence

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Report description:

The United Kingdom Dairy Alternatives Market size is estimated at 2.13 billion USD in 2025, and is expected to reach 4.79 billion USD by 2030, growing at a CAGR of 17.57% during the forecast period (2025-2030).

Market is driven by sustainable growth in sales of non-dairy products led by online retail channels

- The off-trade segment dominates the distribution channels of the UK dairy alternatives market. Hypermarkets and supermarkets primarily drive the high market share of off-trade channels. Supermarkets and hypermarkets have always maintained a strong lead in the sales of dairy alternatives in the market studied. 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 the United Kingdom, supermarkets and hypermarkets held 72% of dairy alternatives sales, by value, in 2022.
- The sales value of dairy alternatives through on-trade channels across the country increased by 31% during 2021-2022. Based on the distribution channel, the consumption in the United Kingdom was around 0.15 kg per person in 2023, with 0.13 kg/per capita consumption of dairy alternatives in 2021. The on-trade channel is likely to record a growth rate of 60% during 2024-2027.
- The online retail channel is projected to be the fastest-growing distribution channel as modern consumers prefer online grocery purchases due to their busy lifestyles. Online sales of dairy alternatives are expected to grow by 56.8% during 2021-2023 to reach a market value of USD 33.4 million in 2023. In 2022, the share of households with internet access was recorded at 93%, up from 72% in 2011. The United Kingdom, along with other countries, has a high penetration of internet users. For instance, the key online cheese retailers include FROMAGES.COM, The East London Cheese Board, La Gourmeta, Love Cheese, Italia Regina, and Frank and Sal. The online retail channel's sales value is anticipated to register a growth rate of 87% during 2024-2027.

United Kingdom Dairy Alternatives Market Trends

Increasing preference for plant-based protein and government support to increase plant-based dairy consumption boost the demand

- The consumption of dairy alternatives is increasing across all age groups in the country. The demand for plant-based dairy products is being driven by growing veganism. Around 9% of UK consumers are plant-based eaters (vegan+vegetarian), the highest after Germany across Europe. Among plant-based food, plant-based milk (26% at least once a week), plant-based beef (24% at least once a week), and plant-based poultry (23% at least once a week) are most frequently consumed.
- Regarding plant-based cheese, UK consumers especially like to consume plant-based sliced cheese (38%) and plant-based mozzarella (36%) available in supermarkets. The plant-based dairy sector is smaller than the plant-based meat sector in the United Kingdom, but growth rates are higher for plant-based milk and plant-based cheese. Increasing consumer inclination toward plant-based protein is one of the key factors driving the consumption of dairy alternatives in the country. Around 60% of UK consumers were interested in plant-based proteins in 2022. More than 50% of UK consumers trust that plant-based protein food is safe.
- Nearly 29% plan on consuming less dairy, and 21% of UK consumers intend to consume more plant-based dairy products as of 2022. About 26% of UK consumers are likely to purchase plant-based cheese regularly. Several initiatives by the UK government are raising the consumption of plant-based dairy in the country.

United Kingdom Dairy Alternatives Industry Overview

The United Kingdom Dairy Alternatives Market is moderately consolidated, with the top five companies occupying 51.18%. The major players in this market are Arla Foods, Blue Diamond Growers, Danone SA, Oatly Group AB and Upfield Holdings BV (sorted alphabetically).

Additional Benefits:

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

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