

# Dairy and Non-dairy Milk - US - September 2018

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## This report looks at the following areas:

- Dairy milk declines
- Some dairy milk drinkers are making a switch
- Too many milks?

Products with strong functional and ethical claims represent areas of opportunity for both milk markets and an overall premiumization of milk could help brands attract younger affluent consumers.



"Milk is characterized by two vastly different markets: the large but declining dairy milk market and the much smaller but fast-growing non-dairy milk market. While dairy milk remains a household staple for most Americans, non-dairy milk is quickly gaining popularity as a more healthful alternative to dairy milk, and innovative non-dairy milks are keeping consumers engaged."

- Caleb Bryant, Senior Beverage Analyst

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- **iGens will drive non-dairy milk forward**
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