

# Dairy Products and Alternatives in New Zealand

September 2025

Table of Contents

## Dairy Products and Alternatives in New Zealand

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 5 Penetration of Private Label by Category: % Value 2020-2025
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

#### DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

# Baby Food in New Zealand

#### **KEY DATA FINDINGS**

# 2025 DEVELOPMENTS

Steady value growth due to stable demand for baby food and milk formula

Nutricia Ltd consolidating its stronger leadership position with its brand Karicare

Supermarkets remain the go-to destination for baby food and infant formula products

#### PROSPECTS AND OPPORTUNITIES

A positive outlook is expected, however, the declining birth rate will pose a challenge Innovation through health and wellness may help differentiate brands Retail e-commerce remains key for smaller businesses to find a niche customer base

# **CATEGORY DATA**

- Table 9 Sales of Baby Food by Category: Volume 2020-2025
- Table 10 Sales of Baby Food by Category: Value 2020-2025
- Table 11 Sales of Baby Food by Category: % Volume Growth 2020-2025
- Table 12 Sales of Baby Food by Category: % Value Growth 2020-2025
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2020-2025
- Table 14 NBO Company Shares of Baby Food: % Value 2021-2025
- Table 15 LBN Brand Shares of Baby Food: % Value 2022-2025
- Table 16 Distribution of Baby Food by Format: % Value 2020-2025
- Table 17 Forecast Sales of Baby Food by Category: Volume 2025-2030
- Table 18 Forecast Sales of Baby Food by Category: Value 2025-2030
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

# Butter and Spreads in New Zealand

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price continues to drive value growth as consumption of butter and spreads declines

Private labels benefit from lower price points amidst high inflation

Supermarkets remains the leading distribution channel for butter and spreads

#### PROSPECTS AND OPPORTUNITIES

Steady growth is expected as inflation eases and spending stabilises

Health concerns will remain a significant challenge for growth across the forecast period

The versatility of butter could drive growth as consumers seek cost-effective products

# CATEGORY DATA

- Table 21 Sales of Butter and Spreads by Category: Volume 2020-2025
- Table 22 Sales of Butter and Spreads by Category: Value 2020-2025
- Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
- Table 24 Sales of Butter and Spreads by Category: % Value Growth 2020-2025
- Table 25 NBO Company Shares of Butter and Spreads: % Value 2021-2025
- Table 26 LBN Brand Shares of Butter and Spreads: % Value 2022-2025
- Table 27 Distribution of Butter and Spreads by Format: % Value 2020-2025
- Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
- Table 29 Forecast Sales of Butter and Spreads by Category: Value 2025-2030
- Table 30 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
- Table 31 Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

#### Cheese in New Zealand

# KEY DATA FINDINGS

# 2025 DEVELOPMENTS

High global demand drives up the price of cheese in New Zealand

Fonterra Brands (NZ) consolidates its leading position as a premier producer of New Zealand cheese

Supermarkets remain highly favoured by consumers as retail e-commerce increases its share

#### PROSPECTS AND OPPORTUNITIES

The high price of cheese is expected to support value growth over the forecast period

Cheese will be positioned as a healthy choice, aligning with rising demands

Rising opportunities for imported cheese amid rising local prices in New Zealand

# CATEGORY DATA

- Table 32 Sales of Cheese by Category: Volume 2020-2025
- Table 33 Sales of Cheese by Category: Value 2020-2025
- Table 34 Sales of Cheese by Category: % Volume Growth 2020-2025
- Table 35 Sales of Cheese by Category: % Value Growth 2020-2025
- Table 36 Sales of Spreadable Cheese by Type: % Value 2020-2025
- Table 37 Sales of Soft Cheese by Type: % Value 2020-2025
- Table 38 Sales of Hard Cheese by Type: % Value 2020-2025
- Table 39 NBO Company Shares of Cheese: % Value 2021-2025
- Table 40 LBN Brand Shares of Cheese: % Value 2022-2025
- Table 41 Distribution of Cheese by Format: % Value 2020-2025
- Table 42 Forecast Sales of Cheese by Category: Volume 2025-2030
- Table 43 Forecast Sales of Cheese by Category: Value 2025-2030
- Table 44 Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
- Table 45 Forecast Sales of Cheese by Category: % Value Growth 2025-2030

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Rising prices drive value growth while consumers cut back on consumption Foodstuffs (NZ) Ltd retains its lead while private label increases its share Offline retailing remains prominent, however retail e-commerce gains ground

#### PROSPECTS AND OPPORTUNITIES

Demand for milk is expected to be tempered by price inflation and changing lifestyles
Health and wellness is set to remain a key focus of innovation and growth
Rebuilding consumers' confidence amid environmental concerns in dairy

#### **CATEGORY DATA**

- Table 46 Sales of Drinking Milk Products by Category: Volume 2020-2025
- Table 47 Sales of Drinking Milk Products by Category: Value 2020-2025
- Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025
- Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2020-2025
- Table 50 NBO Company Shares of Drinking Milk Products: % Value 2021-2025
- Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2022-2025
- Table 52 Distribution of Drinking Milk Products by Format: % Value 2020-2025
- Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030
- Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2025-2030
- Table 55 Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030
- Table 56 Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

# Yoghurt and Sour Milk Products in New Zealand

#### **KEY DATA FINDINGS**

# 2025 DEVELOPMENTS

Price inflation drives growth for yoghurt and sour milk products during 2025

Goodman Fielder New Zealand leads, followed by Fonterra Brands NZ

Limited movement in distribution as consumers have a strong preference for offline retailing

# PROSPECTS AND OPPORTUNITIES

Yoghurt and sour milk products are expected to record price-driven growth

Health and wellness claims are expected to help drive the performance of yoghurt

Potential growth opportunities for drinking yoghurt as a convenient alternative

# CATEGORY DATA

- Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025
- Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025
- Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025
- Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025
- Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025
- Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025
- Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025
- Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025
- Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030
- Table 66 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030
- Table 67 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030
- Table 68 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

## Other Dairy in New Zealand

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Low-level growth due to high inflation and reduced consumer spending Fonterra Brands (NZ) Ltd retains its lead of other dairy with its brand Anchor Limited movement in distribution as most consumers prefer supermarkets

# PROSPECTS AND OPPORTUNITIES

Decelerating growth expected for other dairy amidst declining consumer demand

Other dairy is set to face challenges aligning with health and wellness trends

Limited innovation and a stagnating competitive landscape may impact future growth

#### **CATEGORY DATA**

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

# Plant-Based Dairy in New Zealand

# KEY DATA FINDINGS

# 2025 DEVELOPMENTS

Plant-based dairy products maintain strong growth with consistent consumer demand Top brands maintain the leading positions while private label gains ground Supermarkets lead distribution as convenience retailers gain ground

### PROSPECTS AND OPPORTUNITIES

Ongoing demand for plant-based products is set to support steady growth

New product development is set to focus on enhancing the health benefits of plant-based dairy

Innovation is set to drive growth in plant-based dairy across the forecast period

# **CATEGORY DATA**

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-new-zealand/report.