



Dairy Products and Alternatives in the United Kingdom

August 2024

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EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
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What next for dairy products and alternatives?

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DISCLAIMER

SOURCES

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Baby Food in the United Kingdom

KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby food volumes decline under persistent strain of inflation
Inflation drives parents to choose more affordable lines, yet Kendamil continues to make gains
Dried baby food and other baby food retain low share as nutritional credentials remain key for prepared baby food

PROSPECTS AND OPPORTUNITIES

Falling inflation rates and competition regulation expected to push prices down
Strong focus expected on sustainable packaging, fortification and nutritional value
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Brands enhance affordability through smaller pack sizes
Premiumisation adds to further value growth of butter

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Innovation in new format and flavour development to drive product development
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E-commerce sales to increase over forecast period driven by convenience

CATEGORY DATA

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Unit price growth continues to place pressure on cheese consumption but more positive signs are emerging
Surge in innovation and flavour diversity driven by premiumisation
Declines for unpackaged hard cheese slow amid category shift since pandemic

PROSPECTS AND OPPORTUNITIES

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Sustainability-driven innovation expected to rise
Cheese brands continue to explore value in convenience

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Drinking Milk Products in the United Kingdom

KEY DATA FINDINGS

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Unit price growth of drinking milk products continues to slow
Flavoured milk drinks targets demand for indulgence and protein-rich options
Innovation emerges in a category traditionally lacking in novelty

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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Importance of yoghurt with natural and protein credentials
Robust volume growth of sour milk products fuelled by demand for gut health benefits

PROSPECTS AND OPPORTUNITIES

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Innovation, reformulation and rebranding for enhanced health credentials
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CATEGORY DATA

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KEY DATA FINDINGS

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Convenience continues to be a key driving factor for other dairy
HFSS regulation spurs reformulation and innovation

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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Plant-Based Dairy in the United Kingdom

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Importance of health credentials amid rise of organic variants for health and eco- conscious consumers
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PROSPECTS AND OPPORTUNITIES

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