



Euromonitor
International

Dairy Products and Alternatives in Lebanon

August 2025

Table of Contents

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 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 6 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

BABY FOOD IN LEBANON

Key Data Findings

2025 Developments

High birth rate amongst less affluent households

Nestlé stays out in front, but competition intensifies

Supermarkets leads, while health and beauty specialists increases share

Prospects and Opportunities

Modest volume growth expected

Health and wellness trend

Entrepreneurs becoming interested in baby food, but face obstacles

Category Data

Table 8 - Sales of Baby Food by Category: Volume 2020-2025

Table 9 - Sales of Baby Food by Category: Value 2020-2025

Table 10 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 11 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 12 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 13 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 14 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 15 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 16 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 17 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

DAIRY IN LEBANON

Key Data Findings

2025 Developments

Dairy plays central role in local diet

Local players benefit from strong reputations and long-standing market presence

Supermarkets dominates, while e-commerce expands rapidly

Prospects and Opportunities

Economic stability to support growth

Growing interest in health and wellness

Development of goat and plant-based dairy

Category Data

Table 18 - Sales of Dairy by Category: Volume 2020-2025

Table 19 - Sales of Dairy by Category: Value 2020-2025

Table 20 - Sales of Dairy by Category: % Volume Growth 2020-2025

Table 21 - Sales of Dairy by Category: % Value Growth 2020-2025

Table 22 - NBO Company Shares of Dairy: % Value 2021-2025

Table 23 - LBN Brand Shares of Dairy: % Value 2022-2025

Table 24 - Forecast Sales of Dairy by Category: Volume 2025-2030

Table 25 - Forecast Sales of Dairy by Category: Value 2025-2030

Table 26 - Forecast Sales of Dairy by Category: % Volume Growth 2025-2030

Table 27 - Forecast Sales of Dairy by Category: % Value Growth 2025-2030

PLANT-BASED DAIRY IN LEBANON

Key Data Findings

2025 Developments

Plant-based dairy emerging as a notable contributor

Alpro benefits from strength in plant-based milk

Supermarkets offers convenience and competitive pricing

Prospects and Opportunities

Health and environmental concerns to boost demand

Importing international trends

Plant-based cheese to see new developments and rising demand

Category Data

Table 28 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 29 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 31 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 32 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 33 - 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-lebanon/report.