



**Euromonitor  
International**

# Arla Foods Amba in Dairy Products and Alternatives

October 2025

## INTRODUCTION

Executive summary

## STATE OF PLAY

Top companies at a glance

Arla's global footprint

Scandinavia accounts for around half of Arla's total sales

Market momentum driving growth at Arla

Merger with DMK expected to enhance Arla's scale, innovation and reach

## EXPOSURE TO FUTURE GROWTH

Cheese will generally be a strong generator of new sales for Arla

Little movement expected among the top 10 players

Arla investments to future-proof the company's expansion

## COMPETITIVE POSITIONING

Lactalis takes over General Mills' US yoghurt business

Private label a major competitor for the leading dairy companies

Key categories and markets

Key brands

Dairy still seen as a good source of protein

Gut-friendly Arla Cultura launches in the UK

Milka chocolate milk crossover

## DAIRY

Western Europe dominates Arla's dairy sales

Cheese is Arla's biggest seller in a number of its leading markets

## BABY FOOD

Latin America is Arla's dominant region for baby food sales

Milk formula dominates its sales in most of Arla's markets

Arla launches Lurpak Plant-Based in Denmark and the UK

Oat milk Jörd removed from the market

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/arla-foods-amba-in-dairy-products-and-alternatives/report](http://www.euromonitor.com/arla-foods-amba-in-dairy-products-and-alternatives/report).