



**Euromonitor  
International**

# Competitor Strategies in Dairy Products and Alternatives

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## INTRODUCTION

Scope

## INTRODUCTION

Key findings

## COMPETITIVE ENVIRONMENT

Global overview of the industry

Companies at a glance

Dairy stands as the major revenue generator for most of the key players

Market momentum is the largest contributor to growth for most key players

## COMPETITIVE ENVIRONMENT

Key players navigate various strategies to capitalise on emerging markets

Local know-how and the perceived quality of locally produced favour domestic companies

Local players position better in their respective markets

The top 3 brands remain the major revenue generators for all the key players

## KEY PROTAGONISTS

Top 10 companies in the spotlight

Yoghurt remains Danone's largest revenue generator

Nestlé's Coffee Mate loses ground in the US; baby food shows mixed performance globally

Lactalis to expand its yoghurt business in the US with an acquisition from General Mills

Yili expands into the US market with diverse dairy products including milk formula

Mengniu drives innovations and utilises e-commerce to counter declining demand in China

Kraft's growth in "away from home" overshadowed by declining retail sales

FrieslandCampina navigates revenue decline with strategic investments

Arla to grow in emerging markets by expanding product offerings under its signature brands

Gujarat to penetrate Western markets to seize opportunities driven by the Asian population

Savencia SA reinforces its premium portfolio with new launches in health and clean label

## KEY TRENDS

Identifying key trends is a must to secure future growth

Gut health continues to be a major concern for many

Danone expands into kefir with Activia , while Nestlé improves its powder milk with prebiotics

Taste and health bring the concept of permissible indulgence into the spotlight

Consumers' search for permissible indulgence drives innovations in chilled dairy desserts

Dairy expands its presence in on-the-go snacking with practical packaging

Foodservice is on the radar of major players as it gains momentum post-pandemic

E-commerce offers opportunities to overcome the declining demand in Asia Pacific

Plant-based accelerates its momentum with the new launches

Plant-based expands into foodservice beyond barista milk

## OUTLOOK

What is the best way forward?

Milk prices volatile amid economic uncertainties, while easing inflation provides some relief

How brands pass inflationary costs onto consumers

Private label will continue to disrupt by making premium affordable

Brand owners to develop strategies beyond shrinkflation to counter private label

Custom products catering to local preferences will gain momentum in China

Regulations to push for healthy nutrients and sustainability

Prospects

## CONCLUSION

Recommendations

Key findings

## APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

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