



Plant-Based Dairy in New Zealand

September 2025

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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

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