



HW Dairy Products and Alternatives in the US

January 2026

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Health and wellness movement limited by budgetary constraints in 2024

INDUSTRY PERFORMANCE

Natural, organic and high protein claims prove popular despite economic pressures

Low fat dairy losing its appeal as consumers favour full fat options

Natural claims gain favour as concerns around processed foods grow

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[Health and Wellness in the US - Industry Overview](#)

EXECUTIVE SUMMARY

Consumers keen to make healthier choices despite financial pressures

INDUSTRY PERFORMANCE

Consumers pay more attention to what goes into their food and beverages

High protein claims capturing the attention of a wider audience

WHAT'S NEXT

GLP-1 drugs could shake up the market

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