Euromonitor International

HW Dairy Products and Alternatives in Australia

July 2024

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HW Dairy Products and Alternatives in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer interest in digestive health and metabolism drives sales of health and wellness dairy products and alternatives
Good source of minerals is leading health and wellness claim in dairy products and alternatives as consumers turn to fortified/functional products
Health concerns encourage reduction of sugar intake and new product development

PROSPECTS AND OPPORTUNITIES

Demand for plant-based options set to grow, supported by new launches
Lactose free to gain further penetration as health and wellness claim in dairy products and alternatives due to increasing consumer awareness of food intolerance
No sugar expected to record increase as government aims to reduce obesity levels in Australia

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023
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Health and Wellness in Australia - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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/hw-dairy-products-and-alternatives-in-australia/report.