



Euromonitor
International

Top Five Trends in Dairy Products and Alternatives

September 2025

Our expert's view of dairy products and alternatives in 2025

Key findings

INTRODUCTION

Pricing fuels dairy growth in 2025, as volume is stagnant and affordability worries persist

Top five trends in Dairy Products and Alternatives

Top five trends uncovered

PRICE HIGHS MEET MARKET TURBULENCE

Dairy sales see a slight volume uptick despite volatile global market

Arla Foods is strategically pursuing expansion in the high-potential MEA region

Lacteos Silvia launches the first shelf-stable milk in sachets in Buenos Aires province

Unlocking growth through market diversification and supply chain resilience

INTENTIONAL WELLNESS FOR EVERYDAY VALUE

Dairy products evolve to meet wellness expectations

The Collective targets need states and functional snacking with botanical yoghurt range

LIFE-STAGE REIMAGINED

Meiji launches functional yoghurt targeting UV protection and skin hydration

Unlocking growth through multifunctionality and wellness-led dairy innovation

Targeted dairy to respond to birth declines and ageing demographics

Morinaga's probiotic yoghurt responds to Japan's ageing demographics

Tapping growth pockets in baby food: Lessons from Yummy Bites in Indonesia

Opportunities for growth in dairy through life-stage nutrition shifts

RE-ENERGISING PLANT-BASED DAIRY

Functionality, clean label and local tastes to drive the next wave of plant-based dairy

Hyper Oat by Minor Figures launches new range in the UK with botanical ingredients

Fazer elevates plant-based yoghurt with dairy like texture and Finnish oats

Opportunities for plant-based dairy growth through value-driven innovation

EVERYDAY ESCAPES: INDULGENT, PORTABLE AND GUILT-FREE

Texture, function and occasion shape the future of dairy and plant-based snacking

The Laughing Cow taps into local Chinese breakfast pairings to unlock new occasions

Alqueria reinvents a Colombian heritage treat for new generations

Growth opportunities in emotionally resonant and occasion-based dairy snacking

CONCLUSION

Future implications

CONCLUSION

Opportunities for growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-dairy-products-and-alternatives/report.