TRENDING FLAVORS AND INGREDIENTS IN DAIRY: INCL THE IMPACT OF COVID-19
US, JULY 2020

SHORT, MEDIUM AND LONG TERM IMPACT OF COVID-19 ON DAIRY

Top Varieties Reach Consumers Through Versatility

Consumers are hesitant to explore new dairy flavors

Go-to dairy flavors reflect versatility and simplicity

THANKS, GET IN TOUCH

Dairy products are increasingly at risk due to the growing presence of alternatives in the marketplace. To counteract this, the use of trendy ingredients and flavors can drive category growth. The latest Mintel survey shows that alternative milk options are gaining popularity:

- Soy milk: 80%
- Almond milk: 57%
- Oat milk: 51%
- Rice milk: 45%
- Coconut milk: 44%
- Other milk alternatives: 22%

Dairy Attitudes

- 82% said they would consider buying a new dairy flavor.
- 65% indicated they would purchase a product with a new dairy flavor.

Conversely, 40% of consumers do not believe in the benefits of new dairy flavors.

Go-to Dairy Flavors

- 45% of consumers tend to go to Cheese flavors
- 39% to Chocolate
- 38% to Yorkshire Cream
- 30% to Butterscotch
- 25% to Blueberry

Thanks for listening! For more information, download the full report: https://www.mintel.com/report/2020-trending-flavors-and-ingredients-in-dairy-

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