

DAIRY AND NON-DAIRY MILK: INCL IMPACT OF COVID-19

US, OCTOBER 2020



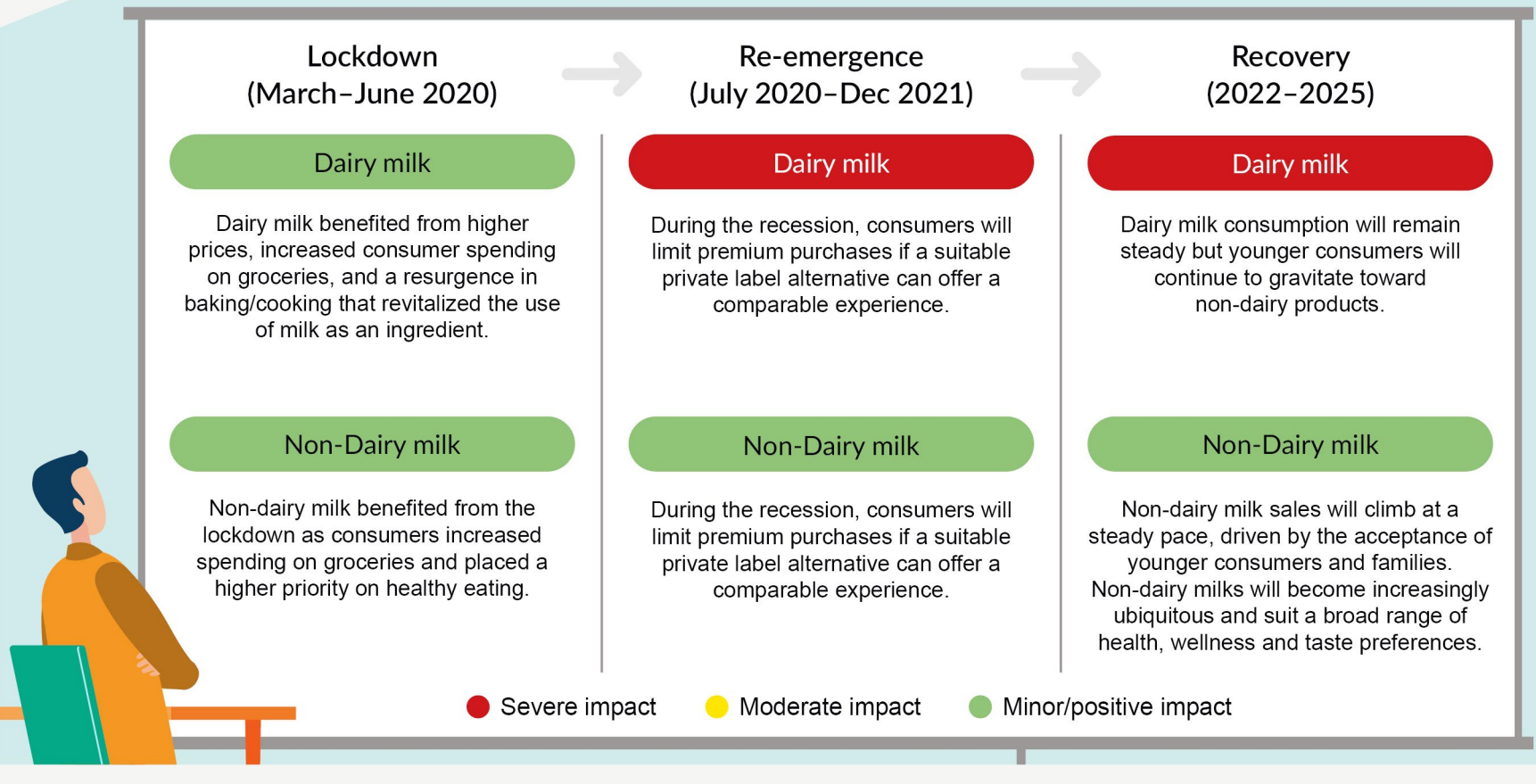
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COVID-19 TRIGGERED INCREASED INTEREST IN BOTH DAIRY AND NON-DAIRY MILK AS AMERICANS PRIORITIZED GROCERY PURCHASES AND AT-HOME EATING AND DRINKING INCREASED. NOW, WITH CONSUMERS FACING OF AN ECONOMIC RECESSION AND FEELING CAUTIOUS WITH SPENDING AND THEIR PERSONAL BEHAVIORS, PLAYERS IN BOTH SEGMENTS HAVE THE OPPORTUNITY TO EXTEND THE WINS GAINED DURING 2020 THROUGH INNOVATION THAT OFFERS VERSATILITY, EXTENDS OCCASIONS AND REMINDS CONSUMERS OF THE BENEFITS OF CONSUMING MILKS OF ANY KIND.

Mimi Bonnett,
Director, Research

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

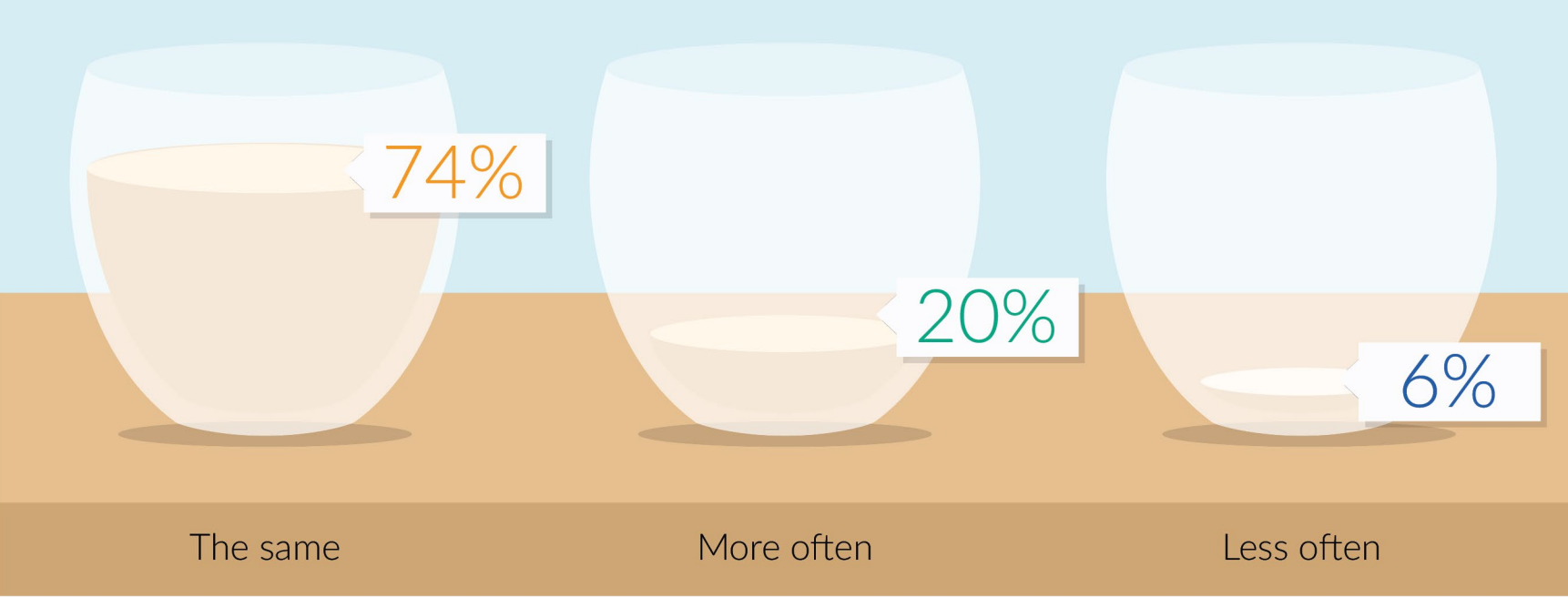


Source: Mintel

CHANGES IN PURCHASE BEHAVIOR, JULY 2020

Pandemic did not increase milk needs for the majority

Nearly three-quarters of consumers reported no change in milk purchase, compared to before the pandemic. This means that despite milk’s strong penetration, household consumption occasions and frequency increased among only a sliver of consumers and many reasons for the increase were tied to increased time spent eating, drinking and cooking at home, particularly among parents. Going forward, brands will need to implement strategies to increase occasions as well as product repertoires like bundling programs and innovations that focus on flavor.

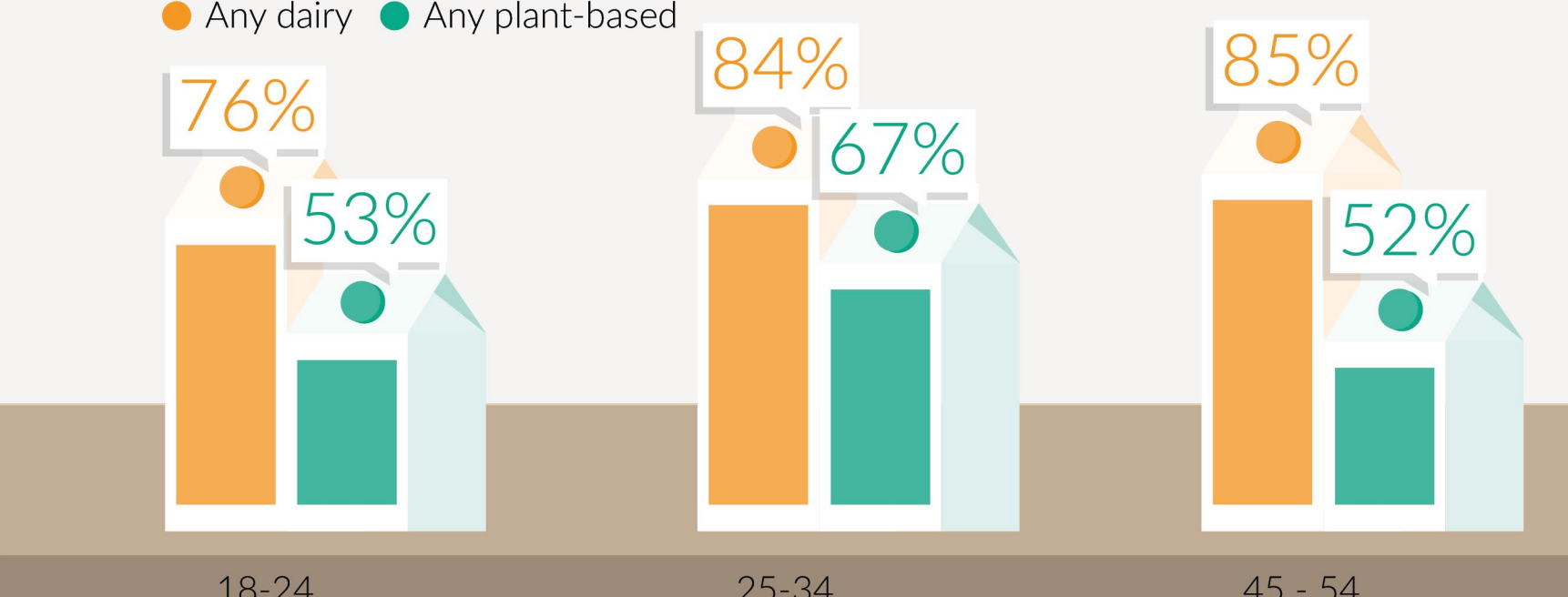


Base: 1,871 internet users 18+ who purchase any milk | Source: Lightspeed/Mintel

ADULTS AGED 25-34 MOST ENGAGED IN CATEGORY

Types of milk purchased, by age, July 2020

According to the US Census Bureau, the US population is expected to grow 4.3% between 2019 and 2024. This offers positive growth potential for the milk market given market penetration. There is a strong base of milk consumers for industry players to target. Specifically, adults aged 25-54 are most likely to buy dairy milk and those aged 25-34 demonstrate elevated usage of non-dairy milk.

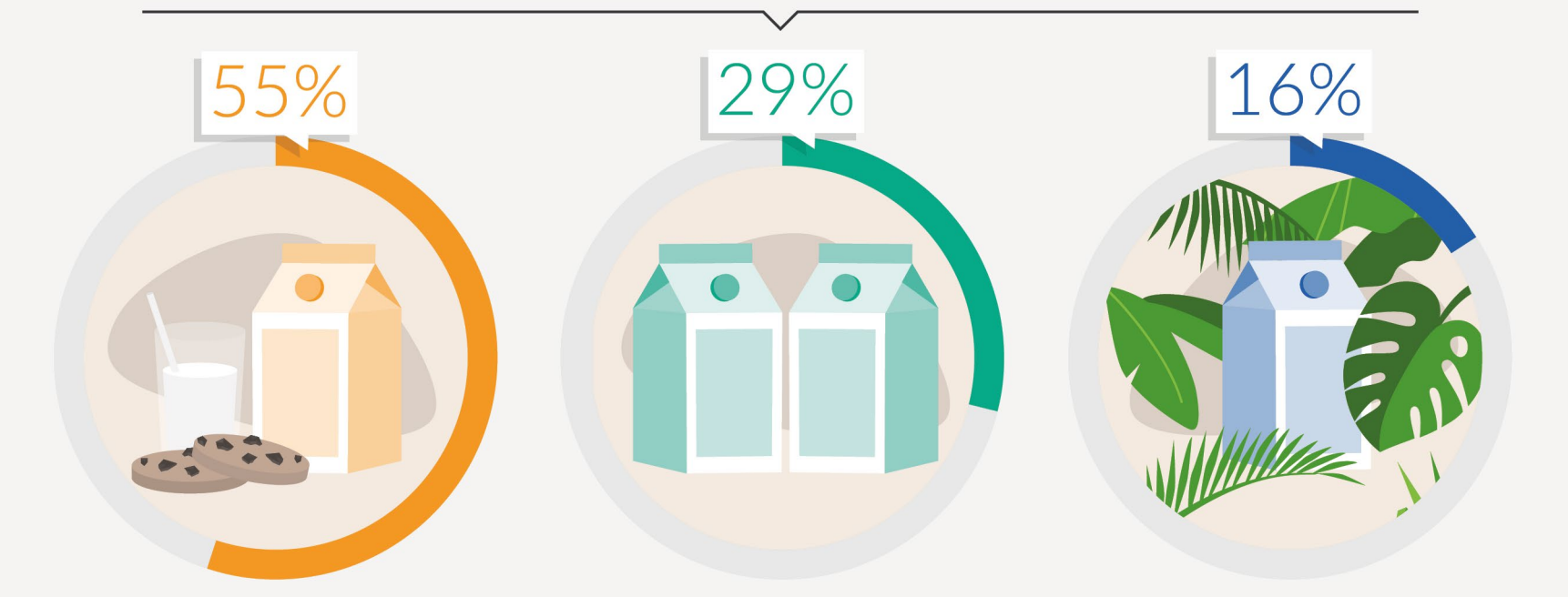


Base: 2,000 internet users 18+ | Source: Lightspeed/Mintel

DAIRY MILK USED MOST OFTEN WITHIN HOUSEHOLD

Type of milk used most often, July 2020

Despite a plant-based buzz, dairy milk remains the most used milk product. The versatility of dairy – as a beverage and as an ingredient – likely fuels its frequency. Despite the conventional universal functionality of dairy milk, plant-based milks are chipping away at use occasions. More holistic approaches to health are elevating the plant-based movement as consumers strive to make more sustainable choices.



Base: 792 internet users 18+ who purchase both dairy and plant-based milk | Source: Lightspeed/Mintel

THANKS, GET IN TOUCH



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