DAIRY AND NON-DAIRY MILK: INCL IMPACT OF COVID-19
US, OCTOBER 2020

COVID-19-triggered household interest in health and wellness
is influencing changes in dairy and non-dairy milk purchase
behavior, with consumers purchasing more milk for their
home drinking and cooking purposes. However, the pandemic
has highlighted the need for companies to ensure the
continuity of supply and provide necessary confidence to
consumers of the benefits of consuming milk of any kind.

short, medium and long term impact of COVID-19 on dairy and non-dairy milk

CHANGES IN PURCHASE BEHAVIOR, JULY 2020

Pandemic did not increase milk needs for the report

Type of milk purchased, by age, July 2020

Adults aged 25-34 most engaged in category

Dairy milk used most often within household

THANKS, GET IN TOUCH