



Euromonitor
International

Groupe Danone in Dairy Products and Alternatives

October 2025

INTRODUCTION

Executive summary

STATE OF PLAY

Top companies at a glance

Groupe Danone's global footprint

Danone sells its Russian EDP business but sees strong baby food growth in China

Market momentum driving growth at Danone

Groupe Danone makes strategic acquisitions in H1 FY25

Danone continues to place an emphasis on protein in its new product launches

Sustainability and health to the fore in the "Danone Impact Journey"

EXPOSURE TO FUTURE GROWTH

US yoghurt sales are expected to add most new value for Danone

Little movement expected among the top 10 players

New product developments focusing on gut health and protein

COMPETITIVE POSITIONING

Iron Up! and IronBiotics

Lactalis takes over General Mills' US yoghurt business

Private label a major competitor for the leading dairy companies

Key categories and markets

Key brands

DAIRY

North America and Western Europe dominate Danone's dairy sales

Yoghurt and sour milk products lead Danone's dairy sales

Danone introduces convenient pouch packaging for its yoghurt in Brazil

Kefir and coffee whiteners expected to be dynamic categories

BABY FOOD

China leads baby food sales for Danone

Prepared baby food an important category for Danone in France and Italy

Strong growth expected in Turkey, Indonesia and Argentina

PLANT-BASED DAIRY

Danone leads the plant-based dairy market

Milk and yoghurt make up the bulk of Danone's plant-based dairy sales

Health claims and sustainability increasingly important

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

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