



**Euromonitor
International**

Competitor Strategies in Dairy Products and Alternatives

October 2025

INTRODUCTION

Key findings

Dairy products and alternatives at a glance

Scope

LEADING PLAYERS

The industry's top three remain the same in 2025, leading by a wide margin

Players on the brink of the top 10 employ different strategies to grow their global share

Most leading players have limited presence in other industries

Efforts to penetrate emerging markets set to escalate

Presence is varied within the top forecast growth markets, highlighting opportunity

Penetrating more categories is more important than ever

Most leading companies focus on hero brands, but a more diverse mix uplifts sales

STRATEGIES IN THE TOP FIVE TRENDS

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

Dairy products evolve through multifunctionality, affordability and demographic shifts

Market turbulence: Businesses adjust their portfolios to stay resilient

Intentional wellness: Manufacturers tap into high-performing health benefits

Leading brands across regions continue to adopt high-protein portfolio expansion

Lifestage reimagined: Focus on value to younger consumers and longevity for seniors

Re-energising plant-based dairy: Brands are pushing their value propositions and image

Everyday escapes: Showcasing enjoyment through more channels and occasions

COMPETING IN WHITESPACES

Trending focus on gut health brings out opportunities in dairy

Cheese is a key growth category, where market leaders are reinforcing quality

Coffee whiteners lag in emerging regions, could adopt ideas from mature markets

Non-soy/dairy milk offers opportunities in ingredient diversification and application

Increasing focus on adult nutrition and satiety creates opportunity for dairy ingredients

CONCLUSION

Top 10 predicted to shuffle in favour of those with more strategic market presence

Global market set to grow by 2% during 2025-2030, an improvement from 2020-2025

Projected company sales: FAQs

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