



HW Dairy Products and Alternatives in the US

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness movement limited by budgetary constraints in 2024

INDUSTRY PERFORMANCE

Natural, organic and high protein claims prove popular despite economic pressures
Low fat dairy losing its appeal as consumers favour full fat options
Natural claims gain favour as concerns around processed foods grow

WHAT'S NEXT

Economic pressures could limit the appeal of health and wellness claims
Low fat dairy set to see stable demand but challenges remain
Natural and plant-based claims present strong opportunities for growth

CATEGORY DATA

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Health and Wellness in the US - Industry Overview

EXECUTIVE SUMMARY

Consumers keen to make healthier choices despite financial pressures

INDUSTRY PERFORMANCE

Consumers pay more attention to what goes into their food and beverages
High protein claims capturing the attention of a wider audience

WHAT'S NEXT

GLP-1 drugs could shake up the market

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