



Euromonitor
International

HW Dairy Products and Alternatives in the United Kingdom

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers making more informed choices with low fat claims no longer sufficient

INDUSTRY PERFORMANCE

Dairy players launch new product lines to attract health conscious consumers
Low fat products losing their appeal due to perceptions of being overly processed
High protein products see growing demand, supported by new product development

WHAT'S NEXT

Gut health set to be a focus of the market over the forecast period
Low fat claims under pressure but HFSS regulations should help sustain demand
High protein claims set to be a key feature of the market

CATEGORY DATA

- Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

UK consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Players promote added functionality to push sales
Consumers demand healthier, natural, and ethical products

WHAT'S NEXT

Updates to HFSS regulations set to influence the market's growth and development

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-dairy-products-and-alternatives-in-the-united-kingdom/report.