A Value-Chain Business Review

Dairy and Egg Alternatives – Markets, Technologies, Legislation, and Ingredients

USA/CANADA, EUROPE (EU27+UK+NO+CH)

2020 - 2025

INTRODUCTION

The strong dairy culture in North America and Europe is supported by tradition as well as high awareness of nutritional contribution of dairy to the diet. But, over the long term, dairy has faced challenges in the US. Per capita fluid milk consumption has come down in the US by about 25% over the past 20 years. Although lower, even the EU has seen a 3% decline in fluid milk consumption over the past five years. A variety of factors have contributed to this decline including the rise of animal rights campaigns, vegan/vegetarian population increase, and least significantly, price fluctuations/increase in milk price. While this has been effectively combated by the dairy industry through various campaigns, many of which are spearheaded by industry associations, it is needless to say that plant-based dairy alternatives were heading towards greater popularity and market share. Egg faces similar issues, based on animal welfare, vegan and price trends.

Initial reports have suggested that COVID-19 has changed this long term pattern on its head, and dairy consumption may once again be on the rise, at least in the US – year to date decline in consumption volumes were balanced in less than two weeks by exploding consumer demand. Consumers seem to be falling back on dairy as a familiar, comfortable more nutritious component of the diet and eschewing plant-based products, at least in the dairy and egg sector, for the time being. Giract will explore this trend further, for long term predictions.

Plant-based dairy and egg alternatives have to match the organoleptic and nutritional profiles of the real dairy and egg products, to be able to sustain and grow demand over the long term. Initial positioning of dairy alternatives has been at loggerheads with dairy, as a superior product addressing allergenicity, being healthier and more benign to the environment. This positioning may have helped overcome consumer resistance to altered organoleptic profiles. Giract will explore if this positioning is expected to change in the future.

New products are covered in the scope of the study, eschewing existing and high-volume products which have been available for a long time, such as margarine.

OBJECTIVES

The objective of this study is to map the demand for protein ingredients and fats/oils in the creation of dairy and egg alternative products. This translates into the following sub-objectives:

- To identify the volume of dairy and egg alternative products produced, market share amidst total, growth rates and key producers/brands
- To understand the techniques/technologies and special characteristics of protein/fat/oil ingredients used in creation of such products
- To estimate the volume of protein/fat/oil ingredients used in such products
- To discuss with the key producers, their choice of ingredients (why/why not), growth plans, key requirements/pain points, and future plans
- To summarize the trends and arrive at forecasts for demand of protein/fat/oil ingredients in these products

PRODUCTS

Protein ingredients, fats and oils

MARKETS

USA/Canada, Europe (EU27+UK+NO+CH)

SECTORS

Chilled dairy (yogurt, dairy desserts, quark), milk and flavored milks, cooking cream, cheese/processed cheese, dairy based dips/spreads, dairy based sauces/gravies, bakery – breads/cakes and viennoiserie, ice cream and frozen desserts, egg based dips/spreads (e.g. mayonnaise), noodles and pasta, weight loss/slimming products, sports/performance nutrition (liquid/powdered/bar products), infant nutrition products

TIMESCALE

Current estimates for 2020, forecasts to 2025

SUBSCRIPTION

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