



GOT PLANT MILK?

The Opportunity with
Plant-Based Milk & Dairy

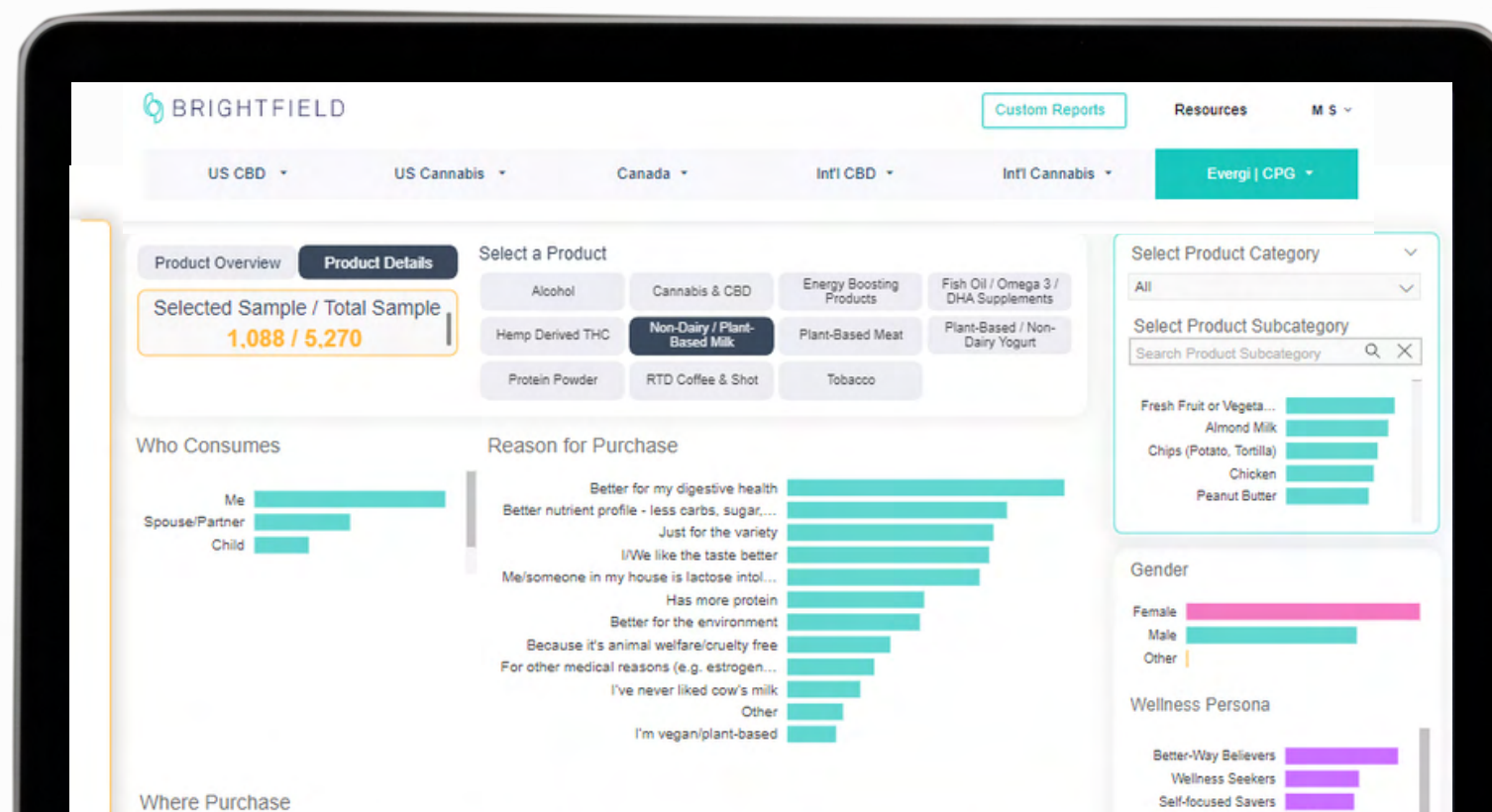
2023



Consumer Insights that Connect

Get unmatched visibility into who your consumers are to drive sales, loyalty and brand awareness.

Brightfield is the best source for actionable consumer insights. We help companies develop successful products that meet customers' ever-evolving needs. Innovators use our data to stay on top of emerging categories using social listening and survey data in a user-friendly platform.



About Us

Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries.



This is our **FREE** report

This report includes a small fraction of the data and insights in Brightfield's **Consumer Insights for Wellness and CPG brands**.

Brightfield Group consumer insights are integrated with social listening to dive deep into:

- Plant-based dairy and milk
 - Protein powder and supplements
 - Energy-boosting products
 - Cannabis and hemp-derived THC's
 - Ready-to-drink coffee
- & so many more categories!**

Get in Touch!



The Hottest Category in Plant-Based Foods

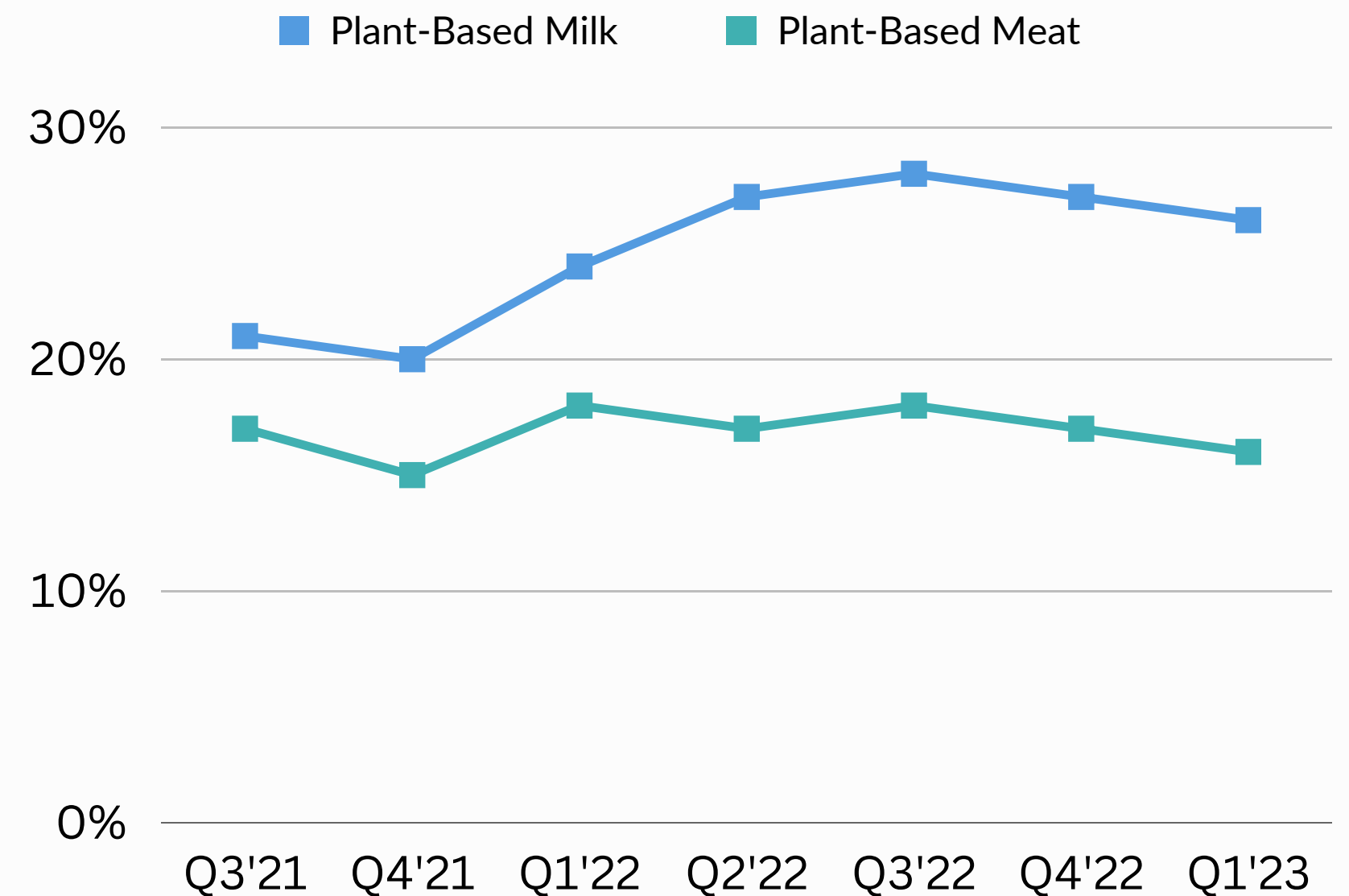
Non-dairy alternatives have changed milk aisle

While plant-based meats have gained the most media attention in recent years, plant-based milks have more quietly become the superstar of the plant-based categories.

Of all the plant-based food options, milks see the most purchasing among American consumers. With soy, oat, almond, hemp seed, rice, and even pea milk, the milk aisle has not been the same since this plant-based craze.

And the good news for this category is that plant-based milk usage continued to climb through 2021 and is holding in terms of consumer adoption.

Consumer Purchasing: Plant-Based



Source: Brightfield Group; Consumer Insights; General Population; n = 36,739

Drivers of the Trend

Why Americans are Adopting Plant-Based Milk

- **Lactose/dairy sensitivity** - For some consumers, finding wellness means being more in tune with one's body. This includes a heightened awareness of dietary sensitivities leading Americans to the plant-based world.
- **Environmental impact** - Eco-conscious consumers will look for ways to "do their part" for the environment. Especially as the price of plant-based milks has become more attainable, swapping out cow's milk for plant-based milk is an easy way to decrease one's personal environmental impact
- **Taste** - Plant-based food technology has improved, making plant-based milk options smoother, creamier, and overall tastier than ever!



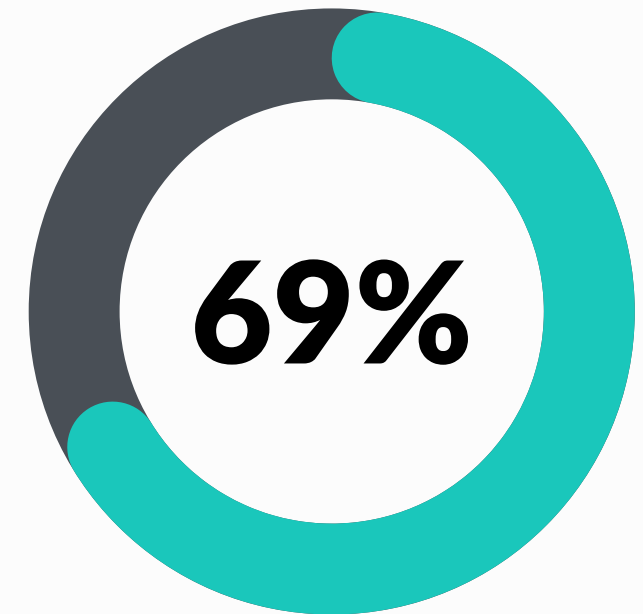
The Opportunity?

Milk is just the start - Americans are flirting with plant-based dairy

Besides plant-based milks, there's a new world of dairy products made without...dairy. From oat milk ice cream to cheese made from nuts, advanced food technology is making these products more like the real thing.

These other plant-based dairy products have stronger appeal with vegan/plant-based consumers, however, crossover purchase with their dairy counterparts is stronger with non-milk categories, especially **plant-based ice cream**. Americans are giving these products a try or choosing them occasionally over the milk-based alternative.

Purchasing and cross-purchasing can be explored by demographics, geography, and even attitudes in Brightfield's consumer insights portals.



of plant-based ice cream
purchasers also purchase
dairy ice cream

Action for Brands

Capitalizing on the new interest in plant-based

For consumers already purchasing, the message should be “Just One More” to try to steal from dairy counterpart consumption and increase volume of plant-based consumption. Focus on the “better for you” or “better for environment” angle to encourage stronger consumption.

There are plenty of people on the fence, not yet willing to try plant-based dairy. Some of that can be the risk of trying something new; the worse the economy the more risk-adverse people become. Employing smart trial tactics and delivering on taste will remove some of the risk for newbies.

Brightfield consumer insights include even more in-depth, expert analysis with actionable insights like these



What Plant-Based Milk Brands are Americans Most Aware of?

The data is yours to explore with Brightfield Group consumer insights

Get in Touch!



About Brightfield Group



Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries.

We combine traditional research expertise with AI-integrated social listening to provide a deeper level of consumer insights.

Marketing, innovation, and insights leaders have trusted us to help drive customer-centric strategies since 2015.

Learn more about our data at www.brightfieldgroup.com