

ALMOND, OAT & OTHER PLANT MILKS IN THE U.S. THROUGH 2026: MARKET ESSENTIALS

2022 EDITION (Published August 2022. Data through 2021, preliminary 2022 figures and forecasts through 2026.) More than 55 Excel tables plus an executive summary detailing trends and comprehensive profiles of leading companies, their brands and their strategies.

This report from Beverage Marketing Corporation offers comprehensive coverage of the various components of the innovation-rich non-dairy, plant-based beverage market. It covers dairy alternatives made with almonds, oats, cashews, soy, coconuts, rice, hemp, flax and other ingredients and provides data and analysis on a category that has gone from alternative to mainstream, all the while continuing to evolve to meet changing consumer needs and preferences.

Data is provided on total market volume as well as volume by segment, flavor, distribution channel and package type. Leading players' sales volume, growth and share are provided and the private label market is also quantified. The study also provides wholesale dollar sales and advertising expenditure data. The report offers Beverage Marketing's exclusive five-year projections for various aspects of the dairy alternative beverage market including packaging, flavors and more.

The report presents the data in Excel spreadsheets, which it supplements with a concise executive summary highlighting key developments including discussion of the impact of the covid-19 pandemic as well as a detailed discussion of the leading plant milk beverage companies.

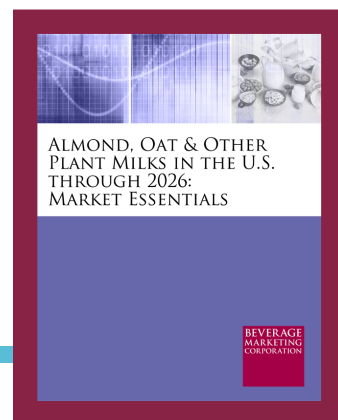
AVAILABLE FORMAT & PRICING



Direct Download
Excel sheets, PDF & Word

\$4,295

*To learn more, to place an advance order or to inquire about additional user licenses **call**: Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com*



FOR A FULL
CATALOG OF
REPORTS AND
DATABASES,
GO TO
bmcreports.com

INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **11**



**HAVE
QUESTIONS?**

Contact Charlene Harvey: 212-688-7640 x 1962
charvey@beveragemarketing.com

**BEVERAGE
MARKETING
CORPORATION**

BEVERAGE MARKETING CORPORATION
P.O. Box 2399 | 143 Canton Road, 2nd Floor
Wintersville, OH 43953
Tel: 212-688-7640 Fax: 740-314-8639

THE ANSWERS YOU NEED

The *Almond, Oat and Other Plant Milks: Market Essentials* covers the overall market. Questions answered in this comprehensive market research report include:

- How much plant milk volume, including beverages made from soy, almonds, oats, coconuts, rice, flax and other plants, was consumed in the United States in 2021 and how has this changed in recent years?
- Which non-dairy beverage segment was largest in 2021, and how have rankings changed in recent years? Which is expected to perform best by 2026?
- What are the leading brands, and how have they been performing?
- Which flavors of dairy alternative beverages are growing the fastest?
- What are the growth expectations for single-serve vs. multi-serve?

THIS REPORT FEATURES

This research report will be useful to marketers of soy milk, almond milk, oat milk, coconut milk, hemp milk, rice milk and manufacturers of other plant-based dairy alternatives as well as to marketers of traditional dairy milk who need to keep pace with trends in this competitive emerging sector.

Investors, retailers, advertising executives, manufacturers in various competing or complementary food and beverage sectors, and ingredient manufacturers with an interest in wellness and functional beverage industry will also find this report helpful. Backed by Beverage Marketing's reliable, all-sales-channel-inclusive data, readers get a thorough understanding of the dynamic and growing dairy alternatives sector. Select areas of coverage include:

- Analysis of the national market including volume, wholesale dollar and per capita consumption figures.
- Key packaging trends for plastic, glass, carton and aseptic containers as well as data shedding light on single vs. multi-serving packages through 2026.
- Insights and data on the major companies and brands in the dairy alternative sector.
- Data on volume, share and growth for the leading plant-based milk trademarks including Blue Diamond Almond Breeze, Silk Almond, Silk Soymilk, Califia Farms, Oatly, Planet Oat, Silk Coconut, Dream, So Delicious, Ripple, Silk Cashew, Simply Almond, WestSoy, SunRich, Hiland Almond, Hiland Soy, 8th Continent and Good Karma Flaxmilk.
- Advertising expenditures for key soy, almond milk and other dairy alternative companies and brands including Silk, So Delicious Coconut Milk, 8th Continent Soymilk and others.
- Volume, share and growth by flavor in the market, as well as break-outs for soymilk and almond milk by flavors including vanilla, plain, chocolate and coffee. Historical, current data and forecasts through 2026 are provided.
- A look at the future performance of dairy alternatives by various on- and off-premise sales channels through 2026.



ALMOND, OAT & OTHER PLANT MILKS IN THE U.S. THROUGH 2026: MARKET ESSENTIALS

BEVERAGE
MARKETING
CORPORATION

Dairy Alternative Beverages in the U.S. through 2026: Market Essentials

August 2022



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

Copyright © 2022 Beverage Marketing Corporation of New York, P.O. Box 2399, Wintersville, OH 43953, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

TABLE OF CONTENTS

TABLE OF CONTENTS	i
-------------------------	---

Executive Summary

The U.S. Almond, Oat and Other Plant Milk Market

The Dairy Alternative Beverage Market	1
• Overview & Issues	1
• Special Note on Coronavirus	2
• Volume Trends	3
• Per Capita Consumption Trends	3
• Wholesale Dollar Sales Trends	4
• Segment Trends	5
• Packaging Trends	5
• Flavor Trends	6
• Distribution Trends	6
The Projected Dairy Alternative Beverage Market	7
• Overview & Issues	7
• Volume Forecasts	9
• Per Capita Consumption Forecasts	10
• Wholesale Dollar Sales Forecasts	11

Leading Company Profiles

The Leading Plant Milk Companies and Their Brands**The Leading Companies**

• Overview	1
Danone North America	
• Overview	3
• Marketing	7
H.P. Hood	
• Overview	10
• Marketing	11
Blue Diamond Growers	
• Overview	12
• Marketing	12
Stremicks Heritage Foods	
• Overview	14
• Marketing	16
Pacific Foods	
• Overview	17
• Marketing	17

TABLE OF CONTENTS

Leading Company Profiles

The Leading Plant Milk Companies and Their Brands (cont'd)

Sunrich

- Overview 19
- Marketing 20

Eden Foods

- Overview 21
- Marketing 22

Califia Farms

- Overview 24
- Marketing 25

Other Plant Milk Companies

- Overview 27
- Food and Beverage Companies 28

Exhibits

1. THE U.S. PLANT MILK MARKET

- 1.1 U.S. Plant Milk Market Volume and Change 1998 – 2021
- 1.2 U.S. Plant Milk Market Per Capita Consumption 1998 – 2021
- 1.3 U.S. Plant Milk Market Wholesale Dollar Sales and Change 1998 – 2021
- 1.4 The Projected U.S. Plant Milk Market Volume and Change 2016 – 2026
- 1.5 The Projected U.S. Plant Milk Market Per Capita Consumption 2016 – 2026
- 1.6 The Projected U.S. Plant Milk Market Wholesale Dollar Sales and Change 2016 – 2026

2. THE U.S. PLANT MILK MARKET BY SEGMENT

- 2.7 U.S. Plant Milk Market Volume by Segment 2016 – 2021
- 2.8 U.S. Plant Milk Market Share of Volume by Segment 2016 – 2021
- 2.9 U.S. Plant Milk Market Change in Volume by Segment 2017 – 2021
- 2.10 U.S. Plant Milk Market Per Capita Consumption by Segment 2016 – 2021
- 2.11 U.S. Plant Milk Market Wholesale Dollar Sales by Segment 2016 – 2021
- 2.12 U.S. Plant Milk Market Share of Wholesale Dollar Sales by Segment 2016 – 2021
- 2.13 U.S. Plant Milk Market Change in Wholesale Dollar Sales by Segment 2017 – 2021
- 2.14 The Projected U.S. Plant Milk Market Volume by Segment 2016 – 2026
- 2.15 The Projected U.S. Plant Milk Market Share of Volume by Segment 2016 – 2026
- 2.16 The Projected U.S. Plant Milk Market Change in Volume by Segment 2021 – 2026
- 2.17 The Projected U.S. Plant Milk Market Per Capita Consumption by Segment 2016 – 2026
- 2.18 The Projected U.S. Plant Milk Market Wholesale Dollar Sales by Segment 2016 – 2026

TABLE OF CONTENTS

Exhibits

2. THE U.S. PLANT MILK MARKET BY SEGMENT (cont'd)

2.19 The Projected U.S. Plant Milk Market Share of Wholesale Dollar Sales by Segment
2016 – 2026

2.20 The Projected U.S. Plant Milk Market Change in Wholesale Dollar Sales by Segment
2021 – 2026

3. U.S. PLANT MILK PACKAGING

3.21 U.S. Plant Milk Market Volume by Single vs. Multi-Serve Split 2016 – 2026

3.22 U.S. Plant Milk Market Share of Volume by Single vs. Multi-Serve Split 2016 – 2026

3.23 U.S. Plant Milk Market Change in Volume by Single vs. Multi-Serve Split 2017 – 2026

3.24 U.S. Plant Milk Market Volume by Package Type 2016 – 2026

3.25 U.S. Plant Milk Market Share of Volume by Package Type 2016 – 2026

3.26 U.S. Plant Milk Market Change in Volume by Package Type 2017 – 2026

4. U.S. PLANT MILK FLAVORS

4.27 U.S. Plant Milk Market Volume by Flavor 2016 – 2026

4.28 U.S. Plant Milk Market Share of Volume by Flavor 2016 – 2026

4.29 U.S. Plant Milk Market Change in Volume by Flavor 2017 – 2026

4.30 U.S. Plant Milk Market Wholesale Dollar Sales by Flavor 2016 – 2026

4.31 U.S. Plant Milk Market Share of Wholesale Dollar Sales by Flavor 2016 – 2026

4.32 U.S. Plant Milk Market Change in Wholesale Dollar Sales by Flavor 2017 – 2026

4.33 U.S. Soy Milk Market Volume by Flavor 2016 – 2026

4.34 U.S. Soy Milk Market Share of Volume by Flavor 2016 – 2026

4.35 U.S. Soy Milk Market Change in Volume by Flavor 2017 – 2026

4.36 U.S. Almond Milk Market Volume by Flavor 2016 – 2026

4.37 U.S. Almond Milk Market Share of Volume by Flavor 2016 – 2026

4.38 U.S. Almond Milk Market Change in Volume by Flavor 2017 – 2026

5. THE LEADING PLANT MILK COMPANIES AND THEIR BRANDS

5.39 Leading Plant Milk Brands Estimated Volume 2016 – 2021

5.40 Leading Plant Milk Brands Share of Volume 2016 – 2021

5.41 Leading Plant Milk Brands Change in Volume 2017 – 2021

6. U.S. PLANT MILK DISTRIBUTION

6.42 U.S. Plant Milk Market Estimated Volume by Distribution Channel 2016 – 2026

6.43 U.S. Plant Milk Market Share of Volume by Distribution Channel 2016 – 2026

6.44 U.S. Plant Milk Market Change in Volume by Distribution Channel 2017 – 2026

7. U.S. PLANT MILK COMPANY ADVERTISING EXPENDITURES

7.45 U.S. Plant Milk Market Advertising Expenditures by Leading Companies 2016 – 2021

7.46 U.S. Plant Milk Market Share of Advertising Expenditures by Leading Companies
2016 – 2021

TABLE OF CONTENTS

Exhibits

7. U.S. PLANT MILK COMPANY ADVERTISING EXPENDITURES (cont'd)

- 7.47 U.S. Plant Milk Market Change in Advertising Expenditures by Leading Companies
2017 – 2021
- 7.48 U.S. Plant Milk Market Advertising Expenditures by Type 2016 – 2021
- 7.49 U.S. Plant Milk Market Share of Advertising Expenditures by Type 2016 – 2021
- 7.50 U.S. Plant Milk Market Change in Advertising Expenditures by Type 2017 – 2021
- 7.51 U.S. Plant Milk Market Estimated Advertising Expenditures by Media 2016 – 2021
- 7.52 U.S. Plant Milk Market Estimated Share of Advertising Expenditures by Media
2016 – 2021
- 7.53 U.S. Plant Milk Market Estimated Change in Advertising Expenditures by Media
2017 – 2021

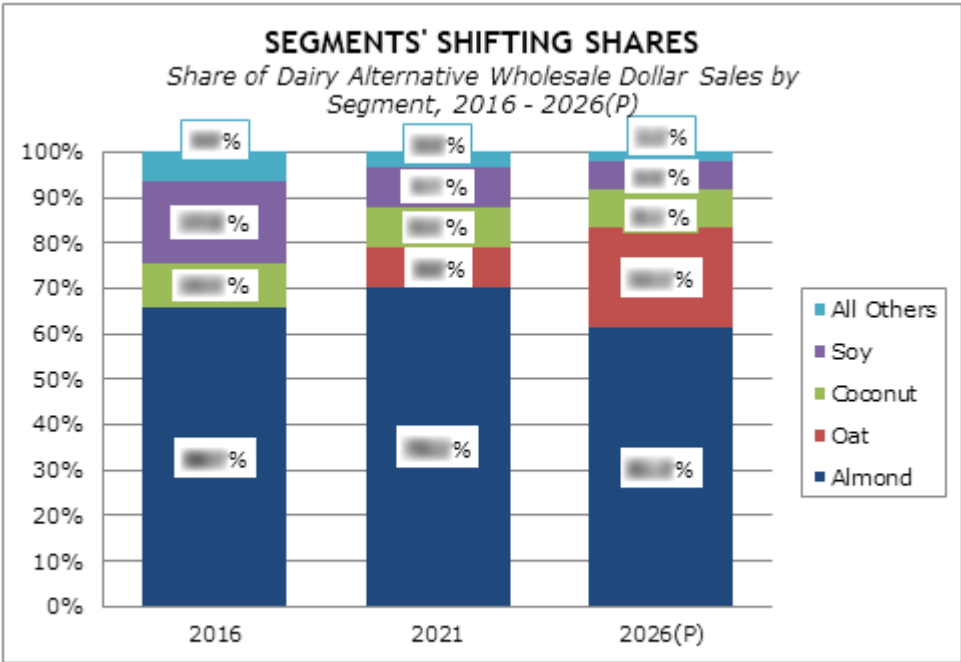
A variety of factors should contribute to the continued (if slow) enlargement of the U.S. dairy alternative beverage market.

- Beyond the simple growth of the overall U.S. population, the faster growth of certain segments — namely, Hispanic, African-American and Asian — associated with higher levels of lactose intolerance could contribute to increased demand for non-dairy alternatives to fluid milk.
- The expanding array of dairy alternative beverage types — from those made with already familiar nuts like almonds and cashews to those derived from less familiar herbs and seeds like flax and hemp — provide more options for consumers who may have an aversion to one plant or another as well as to milk itself. The quick movement of oat-based beverages could shake up the category if they continue to connect with growing numbers of consumers.
- In addition to new types, there's the ongoing influx of new flavors and formulations, which could appeal to growing numbers of consumers, regardless of whether or not they dislike or cannot stomach actual milk. While soy milk may have initially resonated with consumers for whom taste was not the primary concern, beverages that actually do taste good, while also checking off other boxes on the list of requirements (dairy-free, gluten-free, genetically modified organism-free, etc.), inherently have the chance to grow more popular.
- The leading dairy alternative beverage companies — Danone North America and Blue Diamond — have long track records as enterprises with resources to promote their wares (which include products besides beverages). Nonetheless, room remains for bigger food and beverage companies to enter the game should they so choose. While companies like Coca-Cola and PepsiCo have dabbled in dairy alternatives such as soy milk or soy/fruit blends, a fuller commitment by such industry powerhouses could make a huge difference in the category's future.
- Indeed, another food and beverage industry giant became deeply involved in the dairy alternative beverage market when Danone purchased WhiteWave in mid-2016. And Campbell Soup Company bought Pacific Foods in 2017.
- Dairy giant H.P. Hood became a major force in oat milk with its Planet Oat brand.
- Besides coffee shops, where certain people have long preferred non-dairy options to milk, dairy alternatives have yet to penetrate on-premise channels to any significant extent. If they were able to become staples in venues beyond Dunkin' Donuts and Starbucks, then they would move along new avenues of growth. While the opportunities in restaurants and aboard airplanes may not be enormous, they are big enough to be significant for a relatively small category like dairy alternatives. (Simultaneously, since dairy alternatives are primarily at-home propositions, they were less affected by the wave of restaurant closures caused by the coronavirus pandemic than were beverages with a more substantial presence in on-premise channels.)

**U.S. PLANT MILK MARKET
SHARE OF VOLUME BY SEGMENT (r)
2016 – 2021**

Segments	2016	2017	2018	2019	2020	2021
Almond	35%	35%	35%	35%	35%	35%
Oat	10%	10%	10%	10%	10%	10%
Soy	10%	10%	10%	10%	10%	10%
Coconut	5%	5%	5%	5%	5%	5%
Rice	5%	5%	5%	5%	5%	5%
Cashew	5%	5%	5%	5%	5%	5%
Hemp	5%	5%	5%	5%	5%	5%
Flax	5%	5%	5%	5%	5%	5%
All Others	10%	10%	10%	10%	10%	10%
TOTAL	100%	100%	100%	100%	100%	100%

(r) Revised
Source: Beverage Marketing Corporation



(P) Projected
Source: Beverage Marketing Corporation