



By 2022, it is predicted that plant-based alternatives will represent 20% of the value of cows milk market

Non-dairy alternatives have a forecasted growth of 6% CAGR\* in Europe



of consumers reported to have *reduced their dairy intake*, mainly because of health and lifestyle reasons

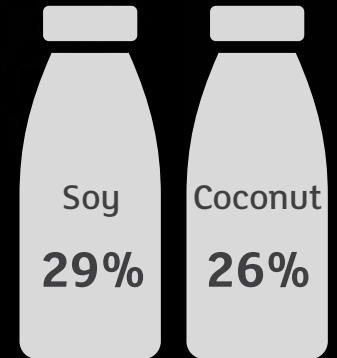
Plant-based claims are growing globally by **62%**

*taste* is the **number one** attribute influencing consumers purchase choices



Plant-based alternatives to milk are staying behind on nutritional attributes sought by consumers

Soy, coconut & almond are the most common variants. Peanut, oat and flaxseed are gaining momentum\*\*



# The Rise of Alternative Dairy Beverages



Leading to Better

\* CAGR volume to 2020

\*\* Leading ingredients used in plant-based drinks 2013-2018

Source: Euromonitor, Mintel, 2018; McGill, 2018; Foodnavigator, 2018