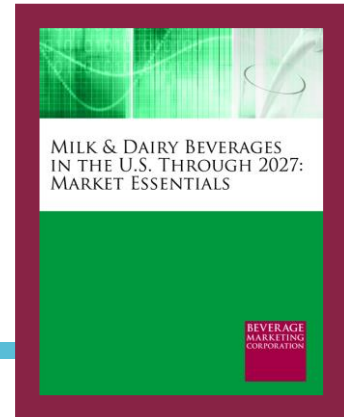


MILK AND DAIRY BEVERAGES IN THE U.S. THROUGH 2027: MARKET ESSENTIALS

2023 EDITION (Published January 2024. Data through 2022, preliminary 2023 figures and forecasts through 2027.) Comprehensive Excel data set plus an executive summary detailing trends and comprehensive profiles of leading companies, their brands and their strategies.



From traditional and flavored dairy milk to organics, creamers, yogurt drinks and more, this report covers it all. This U.S. milk industry research report from Beverage Marketing Corporation looks at past, present and future of the dairy milk market, chronicling its growth and trajectory from its days as a commoditized, unchallenged household staple to a segment that now faces fierce competition from non-dairy challengers seeking to usurp its consumption moments and erode its existing consumer base and the loyalty of the next generation of consumers. This report, of interest to the dairy industry as well as to those who offer similar consumer benefits or vie for similar consumption moments, includes data on dairy fluid milk production, consumption, flavors, milk sales trends by fat content, advertising expenditures, pricing, packaging and distribution and more. To round out its findings, the report also covers other dairy beverages including flavored dairy-based shelf stable beverages, yogurt drinks and creamers. In addition to the standard break-outs of fluid milk, the study also looks at the organic market.

The report presents the data in Excel spreadsheets, which it supplements with a concise executive summary highlighting key developments including the impact of the coronavirus pandemic as well as a detailed discussion of the leading dairy companies.

AVAILABLE FORMAT & PRICING



Direct Download
Excel sheets, PDF & Word

\$4,595

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 this report's key features. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **7**

SAMPLE TEXT AND INFOGRAPHICS

Examples of report text, data content, layout and style. **11**



**HAVE
QUESTIONS?**

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



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

THE ANSWERS YOU NEED

In addition to reliable historical and current data, this report provides five year forecasts on a broad range of market aspects giving users a strong tool for spotting trends and opportunities.

This market research report covers industry developments of interest to processors, marketers, advertising executives, industry suppliers, financial analysts and anyone else with a special interest in the U.S. milk and dairy beverage marketplace.

- How much was consumed in the United States during 2022, and how much was likely to be imbibed in 2023?
- How did the leading processors perform?
- Which region produces the most milk? Which consumes the most?
- How have package sizes and types shifted over time? What are expectations by 2027?
- How are the dairy-based shelf-stable and yogurt-based beverage segments faring?
- What are the growth prospects for milk and its segments through 2027?

THIS U.S. MILK REPORT FEATURES

Featuring Beverage Marketing's reliable, all-sales-channel-inclusive data, users get a comprehensive understanding of all facets of the market including:

- Data on the national and regional markets.
- Market volume segmentation by fat level and flavors.
- Coverage of the different types of dairy beverages including flavored milk, organic milk and shelf-stable dairy-based beverages.
- Quantification of volume sold through various on- and off-premise distribution channels.
- A look at wholesale and retail sales as well as pricing by retail outlet type.
- A break-down of the fluid milk market by package size and a break-out of volume by package material type (plastic, paperboard and glass).
- Wholesale dollar sales for leading dairy processors including Kroger Dairy Division, Dairy Farmers of America, Borden Dairy Company and more.
- A look at the branded vs. private label markets and the market shares held by each historically and currently in the United States.
- Coverage of dairy-based shelf-stable beverages including Frappuccino, Hershey's, Yoo-hoo and others.
- Data on advertising expenditures.
- A look at the drinkable yogurt market, non-dairy creamer with statistics covering particular brands including Dannon, Stonyfield, Coffee-Mate and International Delight.

- A look at growth of the organic milk market.
- Beverage Marketing's projections for the market and its segments (whole fat, fat reduced, fat-free, flavored and buttermilk) over the next five years through 2027.



MILK & DAIRY BEVERAGES IN THE U.S. THROUGH 2027: MARKET ESSENTIALS

BEVERAGE
MARKETING
CORPORATION

Milk and Dairy Beverages in the U.S. through 2027: Market Essentials

January 2024



RESEARCH • DATA • CONSULTING

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

Copyright © 2024 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

Summary

The U.S. Milk Market

The National Fluid Milk Market----- 1

- Overview ----- 1
- Special Note on Coronavirus ----- 10
- Per Capita Consumption ----- 11
- Compound Annual Growth----- 12
- Seasons----- 13
- Milk Production ----- 14

The Regional Fluid Milk Markets ----- 16

- Consumption ----- 16
- Production ----- 17

The National Dairy-Based Beverage Market ----- 18

- Overview ----- 18

Profile

Leading Dairies

The Top Dairy Companies----- 1

- Overview ----- 1
- Nestlé USA ----- 2
- Kraft Heinz ----- 3
- Schreiber Foods Inc. ----- 4
- Dairy Farmers of America ----- 5

Leading Fluid Milk Processors----- 7

- Overview ----- 7
- Kroger Dairy Division ----- 9
- Dairy Farmers of America ----- 11
- Borden Dairy Company ----- 13
- H.P. Hood ----- 14

TABLE OF CONTENTS

Exhibit

1. THE U.S. MILK MARKET

- 1.1 U.S. Fluid Milk Market Volume, Weight and Growth 1975 – 2027
- 1.2 U.S. Fluid Milk Market Per Capita Consumption 1975 – 2027
- 1.3 U.S. Fluid Milk Market Compound Annual Growth 1980 – 2027
- 1.4 U.S. Fluid Milk Market Quarterly Volume Shares 2002 – 2022
- 1.5 U.S. Milk Market Production Per Cow 1960 – Q3 2023
- 1.6 U.S. Fluid Milk Market Volume and Growth by Quarter 2022 – 2023
- 1.7 U.S. Fluid Milk Market Consumption by Region 2017 – 2027
- 1.8 U.S. Fluid Milk Market Share of Consumption by Region 2017 – 2027
- 1.9 U.S. Fluid Milk Market Change in Consumption by Region 2018 – 2027
- 1.10 U.S. Fluid Milk Market Share of Production by Region 2017 – 2022

2. THE U.S. MILK MARKET BY FAT CONTENT

- 2.11 U.S. Fluid Milk Market Volume by Milk Fat Type 1960 – 2027
- 2.12 U.S. Fluid Milk Market Share of Volume by Milk Fat Type 1960 – 2027
- 2.13 U.S. Fluid Milk Market Change in Volume by Milk Fat Type 1965 – 2027

3. THE U.S. MILK MARKET BY FLAVORS

- 3.14 U.S. White vs. Flavored Milk Market Volume and Share 1996 – 2027
- 3.15 U.S. Flavored Fluid Milk Market Volume by Flavor 2017 – 2027
- 3.16 U.S. Flavored Fluid Milk Market Share of Volume by Flavor 2017 – 2027
- 3.17 U.S. Flavored Fluid Milk Market Change in Volume by Flavor 2018 – 2027

4. LEADING DAIRIES

- 4.18 Leading Dairy Processors Estimated Wholesale Dollar Sales 2017 – 2022
- 4.19 Leading Fluid Milk Companies Estimated Wholesale Dollar Sales 2017 – 2022
- 4.20 Leading Fluid Milk Companies Estimated Share of Sales 2017 – 2022
- 4.21 Leading Fluid Milk Companies Change in Estimated Wholesale Dollar Sales 2018 – 2022

5. THE LEADING MILK BRANDS AND PRIVATE LABEL

- 5.22 U.S. Fluid White Milk Market Branded vs. Private Label Retail Dollars and Units 2017 – 2023
- 5.23 U.S. Fluid White Milk Market Branded vs. Private Label Share of Retail Dollars and Units 2017 – 2023
- 5.24 U.S. Fluid White Milk Market Branded vs. Private Label Change in Retail Dollars and Units 2018 – 2023
- 5.25 U.S. Flavored Milk Market Branded vs. Private Label Retail Dollars and Units 2017 – 2023
- 5.26 U.S. Flavored Milk Market Branded vs. Private Label Share of Retail Dollars and Units 2017 – 2023
- 5.27 U.S. Flavored Milk Market Branded vs. Private Label Change in Retail Dollars and Units 2018 – 2023

TABLE OF CONTENTS

Exhibit

6. THE U.S. MILK MARKET BY DISTRIBUTION CHANNEL

- 6.28 U.S. Fluid Milk Market Volume by Distribution Channel 2017 – 2027
- 6.29 U.S. Fluid Milk Market Share of Volume by Distribution Channel 2017 – 2027
- 6.30 U.S. Fluid Milk Market Change in Volume by Distribution Channel 2018 – 2027

7. THE U.S. MILK MARKET BY PACKAGE TYPE AND SIZE

- 7.31 U.S. Fluid Milk Market Volume by Package Type and Size 2017 – 2027
- 7.32 U.S. Fluid Milk Market Share of Volume by Package Type and Size 2017 – 2027
- 7.33 U.S. Fluid Milk Market Change in Volume by Package Type and Size 2018 – 2027

8. U.S. MILK PRICING

- 8.34 U.S. Fluid Milk Market Estimated Wholesale and Retail Sales 1980 – 2027
- 8.35 U.S. White Milk Market Average Price Per Gallon Container by Retail Outlet 2017 – 2023 YTD
- 8.36 U.S. Fluid Milk Market Federal Order Minimum Prices 1980 – 2023 YTD

9. U.S. MILK ADVERTISING EXPENDITURES

- 9.37 U.S. Fluid Milk Market Expenditures by Leading Advertisers 2017 – 2022
- 9.38 U.S. Fluid Milk Market Share of Expenditures by Leading Advertisers 2017 – 2022
- 9.39 U.S. Fluid Milk Market Change in Expenditures by Leading Advertisers 2018 – 2022
- 9.40 U.S. Fluid Milk Market Advertising Expenditures by Media 2017 – 2022
- 9.41 U.S. Fluid Milk Market Share of Advertising Expenditures by Media 2017 – 2022
- 9.42 U.S. Fluid Milk Market Change in Advertising Expenditures by Media 2018 – 2022

10. DEMOGRAPHICS OF THE U.S. MILK CONSUMER

- 10.43 U.S. Milk Consumption by Age Penetration by Usage 2019
- 10.44 U.S. Milk Consumption by Age Share of Volume 2019
- 10.45 U.S. Milk Consumption by Age Ounces Consumed 2019
- 10.46 U.S. Milk Consumption by Gender Penetration and Ounces Consumed 2019
- 10.47 Type of Milk Consumed by Age by Flavor 2019
- 10.48 Type of Milk Consumed by Age by Fat Level 2019
- 10.49 How Milk is Consumed by Usage Type 2019

11. THE U.S. DAIRY-BASED SHELF-STABLE BEVERAGES

- 11.50 U.S. Dairy-Based Shelf-Stable Beverages Estimated Wholesale Dollars 2017 – 2023
- 11.51 U.S. Dairy-Based Shelf-Stable Beverages Share of Wholesale Dollars 2017 – 2023
- 11.52 U.S. Dairy-Based Shelf-Stable Beverages Change in Wholesale Dollars 2018 – 2023

12. THE U.S. YOGURT DRINK MARKET

- 12.53 U.S. Yogurt Drink Market Estimated Volume and Growth 2007 – 2027
- 12.54 U.S. Yogurt Drink Market Estimated Retail Dollars and Growth 2007 – 2027
- 12.55 U.S. Yogurt Drink Market Share of Estimated Volume by Brand 2017– 2023
- 12.56 U.S. Yogurt Drink Market Share of Estimated Volume by Flavor 2017 – 2023

TABLE OF CONTENTS

Exhibit

13. THE U.S. NON-DAIRY CREAMER MARKET

- 13.57 U.S. Non-Dairy Creamer Market Estimated Volume and Growth 2007 – 2027
- 13.58 U.S. Non-Dairy Creamer Market Estimated Retail Dollars and Growth 2007 – 2027
- 13.59 U.S. Non-Dairy Creamer Market Share of Estimated Volume by Brand 2017 – 2023

14. THE U.S. ORGANIC MILK MARKET

- 14.60 U.S. Organic Fluid Milk Market Estimated Volume and Growth 2002 – 2027
- 14.61 U.S. Organic Fluid Milk Market Per Capita Consumption 2002 – 2027

For many years, since the formation of Dean through a series of acquisitions, fluid milk industry consolidation was rapid, or at least steady. Recently, consolidation and acquisitions slowed, as most processors were simply working to shore up their existing businesses in a period of economic weakness, consumer stress, lower milk demand and continued margin pressure. While they face similar challenges, however, the leading fluid milk processors remain a diverse group of companies, with a range of different structures, ownerships, sizes and growth rates. The bankruptcy of Dean and DFA's acquisition of most of the erstwhile leader's assets was one of the most significant industry developments of recent years.

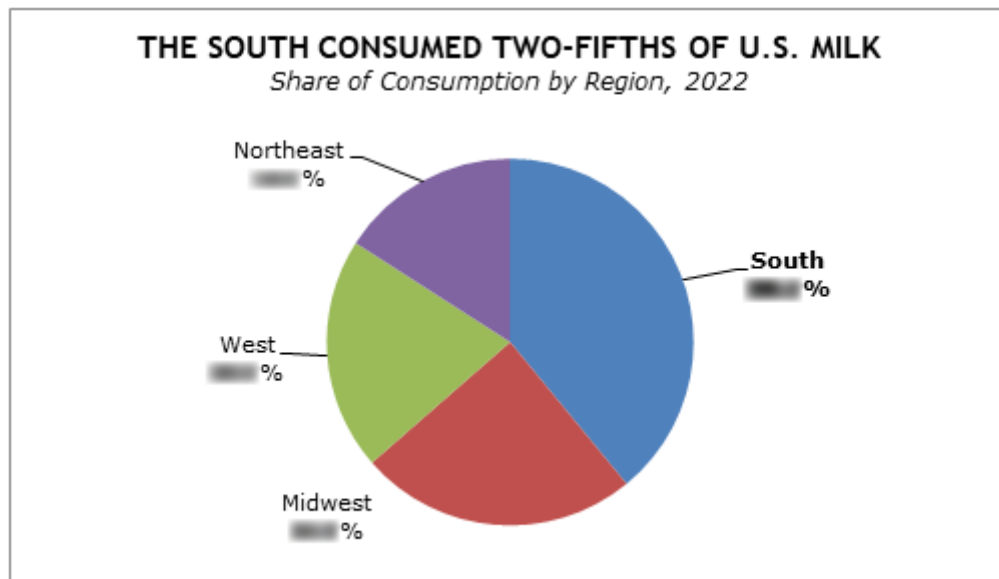
- Some of the leading fluid milk processors are large independent dairies, such as H.P. Hood.
- Others are large public companies, like Kroger and (formerly) Dean.
- A few are dairy manufacturing divisions of large retailers, like Kroger and Safeway.
- Finally, there are the dairy cooperatives, including Dairy Farmers of America (DFA) and Prairie Farms.
- Prior to declaring bankruptcy at the end of 2019, the then-largest player by far had been Dean Foods, whose shares were publicly traded on the New York Stock Exchange. Dean Foods' revenues for fluid milk were nearly three times higher than its closest competitor, Kroger. In 2020, Dean Foods sold the bulk of its assets, including both facilities and brands, to DFA.
- While the Kroger Company and Safeway are both public companies, their dairy divisions, or captive dairies, are only small units of much larger and more diversified enterprises, and do not report their earnings separately.
- The immense dairy cooperatives represent the interests of thousands of the dairy farmer members who own them. Farmers interested in pooling their resources have merged their organizations in an attempt to keep more of the money in the hands of the producers.
- Some of these co-ops, including DFA and Prairie Farms, are vertically integrated to process dairy products from the milk their members produce.
- Borden Dairy Company underwent restructuring and was purchased by private equity firms in 2020.

**U.S. FLAVORED FLUID MILK MARKET
SHARE OF VOLUME BY FLAVOR
2017 – 2027(P)**

Flavor	2017	2018	2019	2020	2021	2022	2023(p)	2027(P)
Chocolate	18%	18%	18%	18%	18%	18%	18%	18%
Strawberry	12%	12%	12%	12%	12%	12%	12%	12%
Vanilla	12%	12%	12%	12%	12%	12%	12%	12%
Coffee	12%	12%	12%	12%	12%	12%	12%	12%
Banana	12%	12%	12%	12%	12%	12%	12%	12%
Other	12%	12%	12%	12%	12%	12%	12%	12%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

(P) Projected

Source: Beverage Marketing Corporation



Source: Beverage Marketing Corporation