

Plant-based milk

The leading plant-based category by dollar sales and share of its total market across all plant-based foods & beverages

The U.S. retail market¹



\$2.8 B

Retail dollar sales
(2022 U.S. market)



749 MM

Retail unit sales
(2022 U.S. market)



9%

Retail dollar sales
growth vs 2021



-2%

Retail unit sales
growth vs 2021



36%

Retail dollar sales
growth vs 2019



41%

Household
penetration



15.3%

Market share of
overall category



76%

Repeat buyers

Consumer insights

Top purchase motivators according to consumers:²

1. Taste
2. Health
3. Easier to digest
4. Environment
5. Lactose intolerant

Top barriers to consumption according to consumers:³

1. Taste
2. Cost
3. No particular reason
4. Doesn't meet expectations
5. Texture

Common base ingredients⁴

- Almond
- Oat
- Soy
- Coconut
- Pea
- Rice
- Flax
- Cashew

Competitive landscape¹

100	Brands with >\$10k in 2022 retail dollar sales (not including private label)
600+	Total number of products with 2022 retail dollar sales >\$10k
Top 10	Top 10 brands by 2022 U.S. retail dollar sales (not including private label) in alphabetical order <ul style="list-style-type: none"> • Blue Diamond Almond Breeze • Califia Farms • Chobani • Dream Brands • Oatly • Planet Oat • Ripple • Silk • Simply • So Delicious Dairy Free

Areas of opportunity⁴

Functionality	<ul style="list-style-type: none"> • Combining positive attributes (protein, vitamins, taste, etc.) of individual products into one
Flavor	<ul style="list-style-type: none"> • Authentic dairy flavor • Reducing off-notes
Experience	<ul style="list-style-type: none"> • Creamy texture
Applications	<ul style="list-style-type: none"> • Acid and heat tolerance (barista style)
Cost	<ul style="list-style-type: none"> • Achieving price parity across varieties
Clean Label	<ul style="list-style-type: none"> • Ingredient substitutions to achieve a “clean label”
Allergenicity	<ul style="list-style-type: none"> • Allergen-free

More information on common ingredients and areas of opportunity for plant-based milk can be found in GFI's [Plant Protein Primer](#).

References

¹SPINS retail POS and HH panel data ending 1-1-2023

²Morning Consult - Plant-Based Milk: Who's Drinking It and Why, 2023

³FMI Power of Plant-Based Food & Bev 2022

⁴The Good Food Institute, [Plant Protein Primer](#).

About GFI

The Good Food Institute is a nonprofit think tank working to make the global food system better for the planet, people, and animals. Alongside scientists, businesses, and policymakers, GFI's teams focus on making plant-based and cultivated meat delicious, affordable, and accessible. Powered by philanthropy, GFI is an international network of organizations advancing alternative proteins as an essential solution needed to meet the world's climate, global health, food security, and biodiversity goals.



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