

Drinking Milk Products in Australia

September 2023

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Drinking Milk Products in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer preference returning to full-fat milk a2 Milk leads fresh milk, showing the impact of smart marketing Weather and inflation put a strain on the supply of milk

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Insufficient milk supply and company prioritisation a threat for powder milk Focus on health will be key to maintaining growth for flavoured milk drinks Fresh dairy milk continues to fend off the rise of plant-based milk

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