

# (Animal-free) Cream in Your Coffee? Dairy Alternatives in the Coffee Space

June 2022

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## COFFEE AND DAIRY ALTERNATIVES

Introduction: The future role of dairy alternatives in the coffee whitener space

The fortunes of coffee and dairy are inexorably linked

Milky coffee is particularly important in East Asia and North America

Dairy alternatives are gaining share within the coffee space

The “health halo” comes before sustainability for consumers of dairy alternatives

Coffee companies, in contrast, tend to be led by sustainability concerns

Functional plant-based creamers have performed the best

Fortified products with additional functional benefits are becoming more important

Plant-based is on the rise, but what plant specifically?

Milks based on a single plant base will become less common in the future

Animal-free dairy will be the game changer in the alternative milk space

“Dairy Free” resonates more than “plant-based” among consumers

Coffee and the adoption curve: The case of oat milk and implications for animal-free

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