

The Deal With Dairy

WHAT TYPES OF DAIRY PRODUCTS ARE CONSUMERS CHOOSING?

Dairy can be either be a staple or a no-go food for consumers, but when *Progressive Grocer's* sister company EQ Research Solutions interviewed 500 consumers responsible for household grocery shopping, it found that 89 percent had made some sort of conventional dairy purchase in the past year, with more than one-third purchasing organic or plant-based alternatives. Unsurprisingly, mature/silents were least likely to purchase organics and plant-based alternatives (only 15 percent and 14 percent, respectively), while Millennials were the most likely, at 50 percent, to purchase plant-based alternatives.

In the past 12 months, have you made any of the following purchases at the grocery store?

	Total	Gender		Generation			
		Male	Female	Millennials	Generation X	Baby Boomers	Mature/Silents
Conventional dairy products	89%	89%	90%	89%	89%	90%	93%
Organic dairy products	37%	35%	38%	43%	37%	37%	15%
Plant-based dairy replacement products	38%	35%	41%	50%	41%	35%	14%

Base: All respondents



But what products are consumers purchasing frequently? *PG* has defined frequently as at least once per week. Alternative milks, especially organic milk, trend higher among Millennials than older generations, and soy milk and vegan cheese also trend higher among men than women who are making plant-based dairy purchases. While nut milks are popular among Millennials, plant-based yogurt and cheese also are standouts.



58%

of consumers who buy conventional dairy products are purchasing conventional milk weekly.

Percentage of respondents purchasing the following once per week or more

	Total	Gender		Generation		
		Male	Female	Millennials	Generation X	Baby Boomers
Milk						
Conventional milk	58%	58%	58%	52%	62%	60%
Organic milk	38%	34%	42%	53%	31%	29%
Nut milk (e.g., almond, cashew, etc.)	30%	32%	29%	42%	28%	22%
Soy milk	20%	26%	17%	26%	17%	16%
Yogurt						
Conventional yogurt	39%	41%	37%	37%	38%	46%
Organic yogurt	34%	35%	34%	44%	28%	35%
Plant-based yogurt (e.g., soy, coconut, etc.)	18%	20%	15%	27%	9%	13%
Cheese						
Conventional cheese	39%	43%	35%	41%	44%	35%
Organic cheese	29%	29%	28%	37%	26%	24%
Vegan cheese (e.g. soy, yeast, tofu, etc.)	13%	20%	8%	22%	13%	6%
Butter						
Conventional butter (excluding margarine)	18%	17%	18%	22%	16%	16%
Organic butter	21%	21%	20%	28%	20%	14%

Base: Respondents who indicated they had purchased conventional, organic or plant-based product in past year

Survey respondents were sourced via **ProdegeMR**, reinventing the market research process by taking a respondent-first approach. Visit www.prodegemr.com for more information.



Younger generations are more likely to purchase vegan cheese. Men also are more likely to purchase vegan cheese than women.