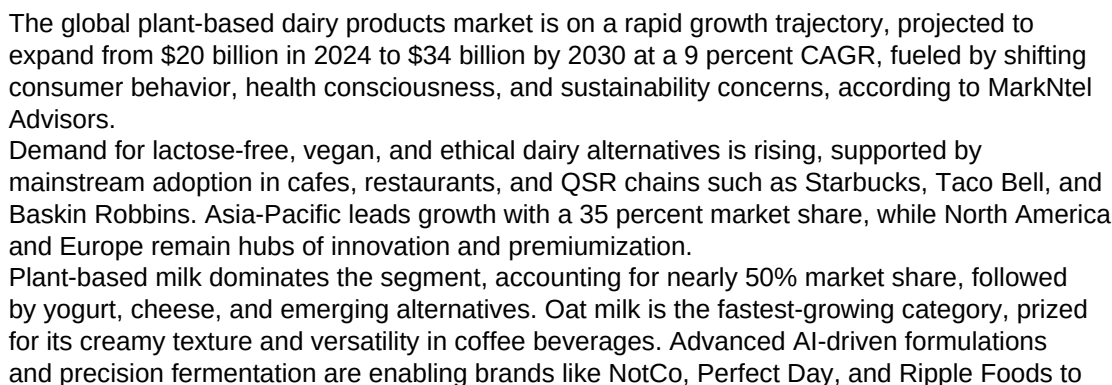




replicate dairy taste and nutrition while reducing environmental impact.

Policy support and sustainability initiatives—such as the European Green Deal, Canada’s Food Guide, and California tax incentives—are creating a favorable environment for plant-based adoption. However, higher costs, supply chain challenges, and nutritional skepticism remain barriers in some markets.

“The next five years present immense opportunities in oat milk, AI-based formulations, and emerging Asian markets,” notes MarkNtel Advisors. “Brands that align with consumer health, sustainability, and taste expectations will define the future of the dairy aisle.”

Key global players include Danone, Nestlé, Arla Foods, Chobani, NotCo, and Ripple Foods, driving product innovation and mainstream adoption.