

# North American Plant-Based Milk Market Analysis Report

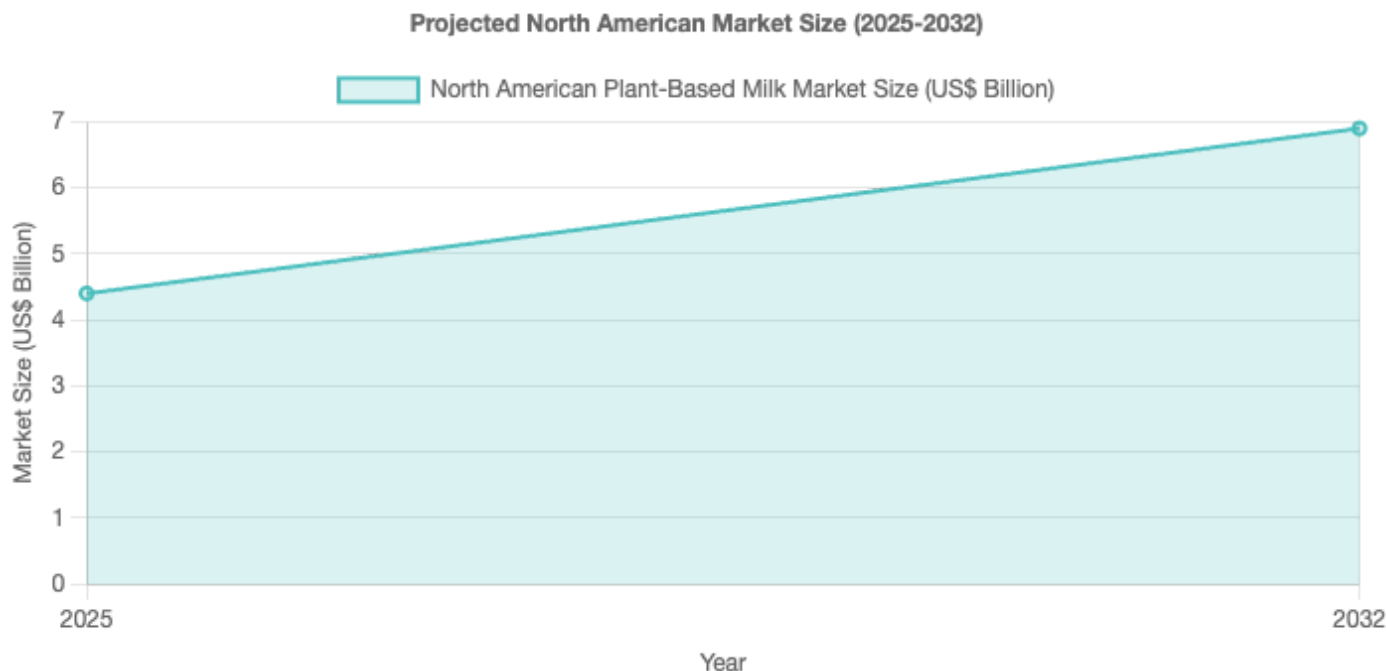
## Executive Summary

The North American plant-based milk market is exhibiting robust growth, propelled by evolving consumer preferences, health consciousness, and environmental concerns. Projections indicate a substantial expansion, with the market expected to reach significant valuations in the coming years. This report delves into the market size, key players, product segment performance, and primary drivers fueling this surge.

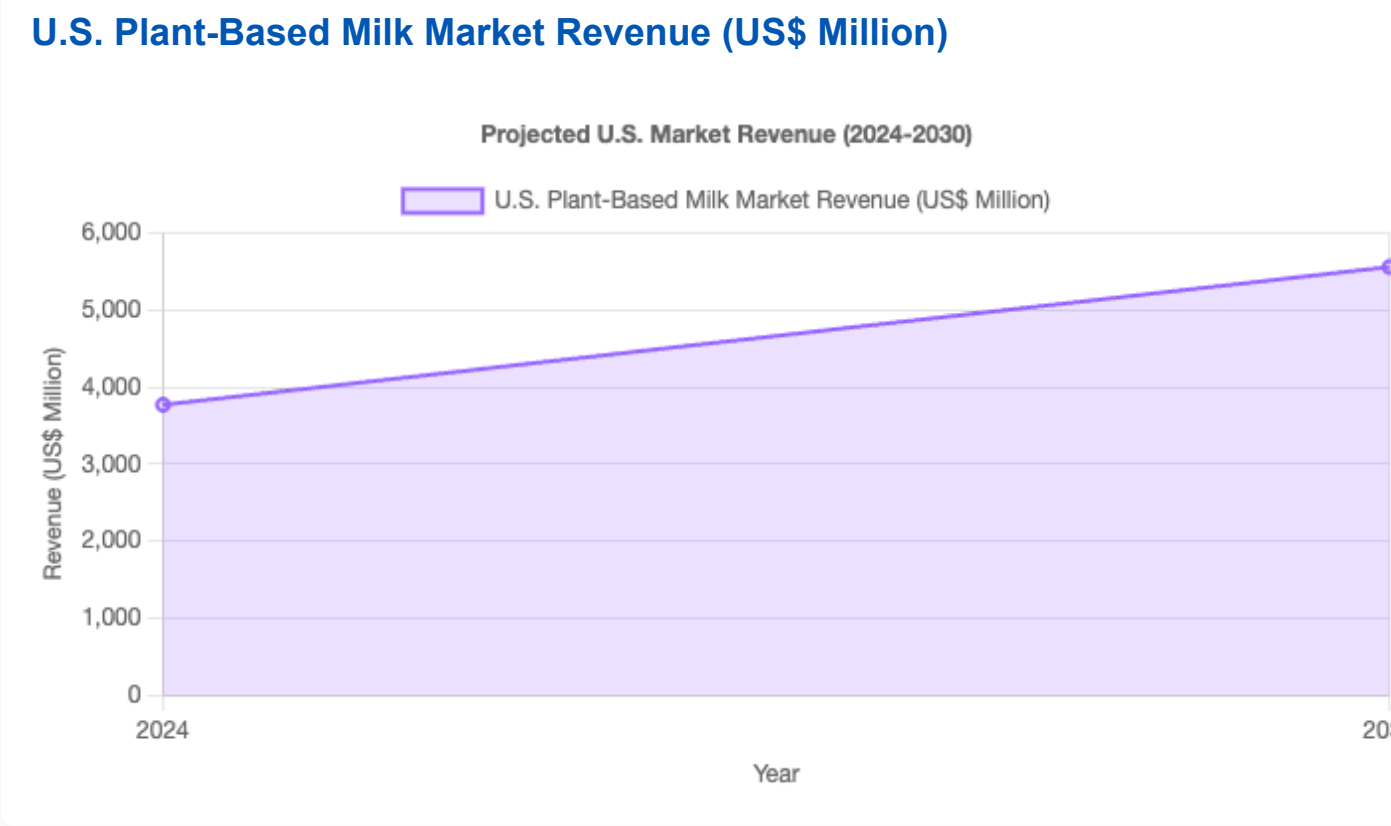
## Market Trends and Projections

The North American plant-based milk market is experiencing significant growth, with a projected market size of approximately US\$4.4 billion in 2025. The market is expected to expand at a Compound Annual Growth Rate (CAGR) of 7.8% from 2025 to 2032, reaching US\$6.9 billion by 2032. This sustained growth underscores the increasing mainstream adoption of plant-based alternatives.

### North American Plant-Based Milk Market Size (US\$ Billion)



The U.S. market alone generated US\$3,767.9 million in revenue in 2024 and is anticipated to reach US\$5,557.0 million by 2030, with a CAGR of 6.5% from 2025 to 2030. North America dominates the global plant milk market, accounting for 29.2% of total revenue in 2024, highlighting its critical role in the global plant-based movement.



## Key Players and Market Share

The plant-based milk market in North America features several prominent companies. These industry leaders are continuously innovating and expanding their product portfolios to meet the surging demand for dairy alternatives.

Major players include:

- Nestlé
- Danone (including Silk and So Delicious Dairy Free)
- Califia Farms
- Blue Diamond Growers
- Oatly AB
- Ripple Foods
- Mooala
- Forager Project
- Earth's Own
- Eden Foods

- Daiya Foods
- Malk Organics
- Elmhurst Milked Direct LLC (Elmhurst 1925)
- Milkadamia
- Pacific Foods
- SunOpta Inc.
- The Hain Celestial Group
- WhiteWave Foods
- Lactalis Canada
- Plenish

In terms of market share by product type, almond milk holds the largest share, exceeding 42% in North America, driven by its early adoption, brand familiarity, and widespread availability. It is projected to account for 41.0% of the overall market revenue in 2025. Soy milk also maintains a significant market presence due to its high nutritional value and versatility. Oat milk has rapidly gained popularity due to its creamy texture and perceived sustainability, emerging as a dominant segment.

## Primary Consumer Drivers

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Several factors are fueling the demand for plant-based milk in North America, reflecting a broad shift in consumer dietary habits and priorities:

- **Rising Lactose Intolerance and Dairy Allergies:** A significant portion of the population, with over 36% of Americans experiencing lactose malabsorption, is driving the shift towards lactose-free alternatives.
- **Growing Vegan and Flexitarian Populations:** The increasing adoption of vegan, flexitarian, and keto diets is a key driver for dairy-free alternatives, as consumers seek plant-based options that align with their lifestyle choices.
- **Health and Wellness Awareness:** Consumers are increasingly opting for plant-based milk due to perceived health benefits, such as lower calorie content, absence of saturated fats (in some varieties), and the desire for clean-label ingredients with fewer additives. Unsweetened formulations are particularly preferred by health-conscious consumers.
- **Environmental and Sustainability Concerns:** A growing awareness of the environmental impact of dairy farming, including land use and carbon emissions, is influencing consumer choices towards more sustainable plant-based options, driving demand for eco-friendly alternatives.
- **Product Variety and Accessibility:** The expanding variety of plant-based milk options (almond, oat, soy, coconut, rice, etc.) and their increasing availability across retail channels, including supermarkets, hypermarkets, and e-commerce platforms, are

contributing to market growth by making these products more accessible to a wider audience.

- **Taste and Texture Improvements:** Continuous innovation has led to improved taste and texture of plant-based milks, making them more appealing to a broader consumer base and enabling their use in various applications like coffee and cooking, which was once a barrier for adoption.
- **Nutritional Fortification:** Producers are enhancing plant-based milks with added calcium, vitamin D, and vitamin B12 to offer nutritional profiles comparable to fortified dairy milks, addressing consumer concerns about nutritional equivalence and making plant-based options a viable substitute.
- **Shifting Dietary Norms and Preferences:** There's a broader societal shift towards plant-based diets, moving plant-based milk from a niche product to a mainstream category, driven by cultural and media influences.
- **Affordability:** Consumers are expressing a desire for more affordable plant-based milk options, particularly with the impact of the cost-of-living crisis, indicating that price sensitivity remains a factor in market growth.

## Sources

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