

# One size doesn't fit all with plant-based dairy alternatives



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## European regions have different consumer desires so need different strategies

Adoption of plant-based dairy alternatives is steadily increasing year-on-year all across Europe. But by looking at the data, it's possible to see that the increase isn't always driven by the consumer groups (by products) you might imagine.

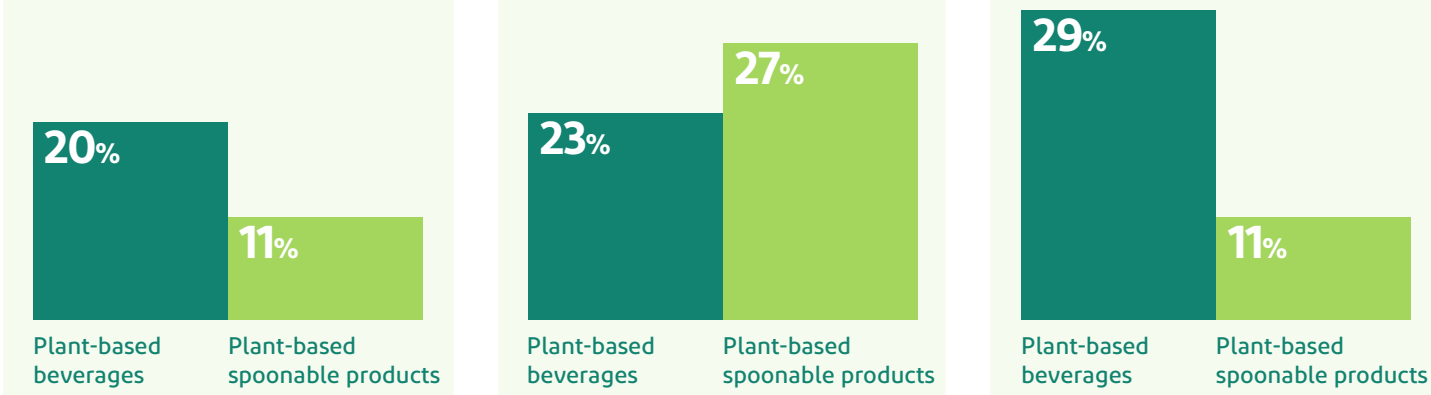
In order to ensure continued growth, it's important to identify consumer desires and devise a targeted strategy. Say goodbye to a 'one size fits all' approach to plant-based dairy alternatives.

**Say hello to greater success in Europe.**

## Penetration of alternatives is increasing

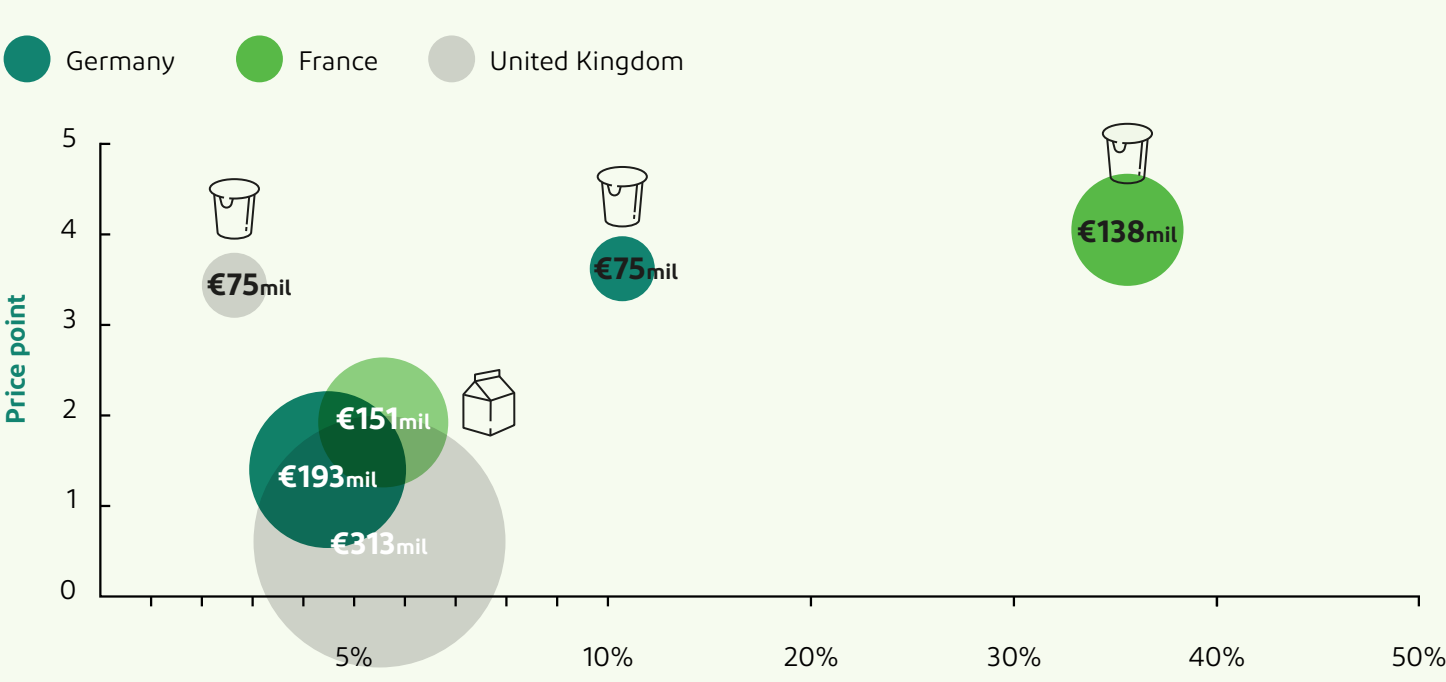
But there are significant differences between countries.

Penetration of plant-based beverages and spoonable products.



## Biggest earners differ from country to country

There are significant cultural differences in the popularity of spoonable products and beverages.



Spoonables have a smaller turnover than plant-based beverages, but the price point is more than double—and the growth rate is double too.

Spoonables are popular as small desserts and are seen as a premium product. The trends are similar to in Germany, but the growth rates are higher.

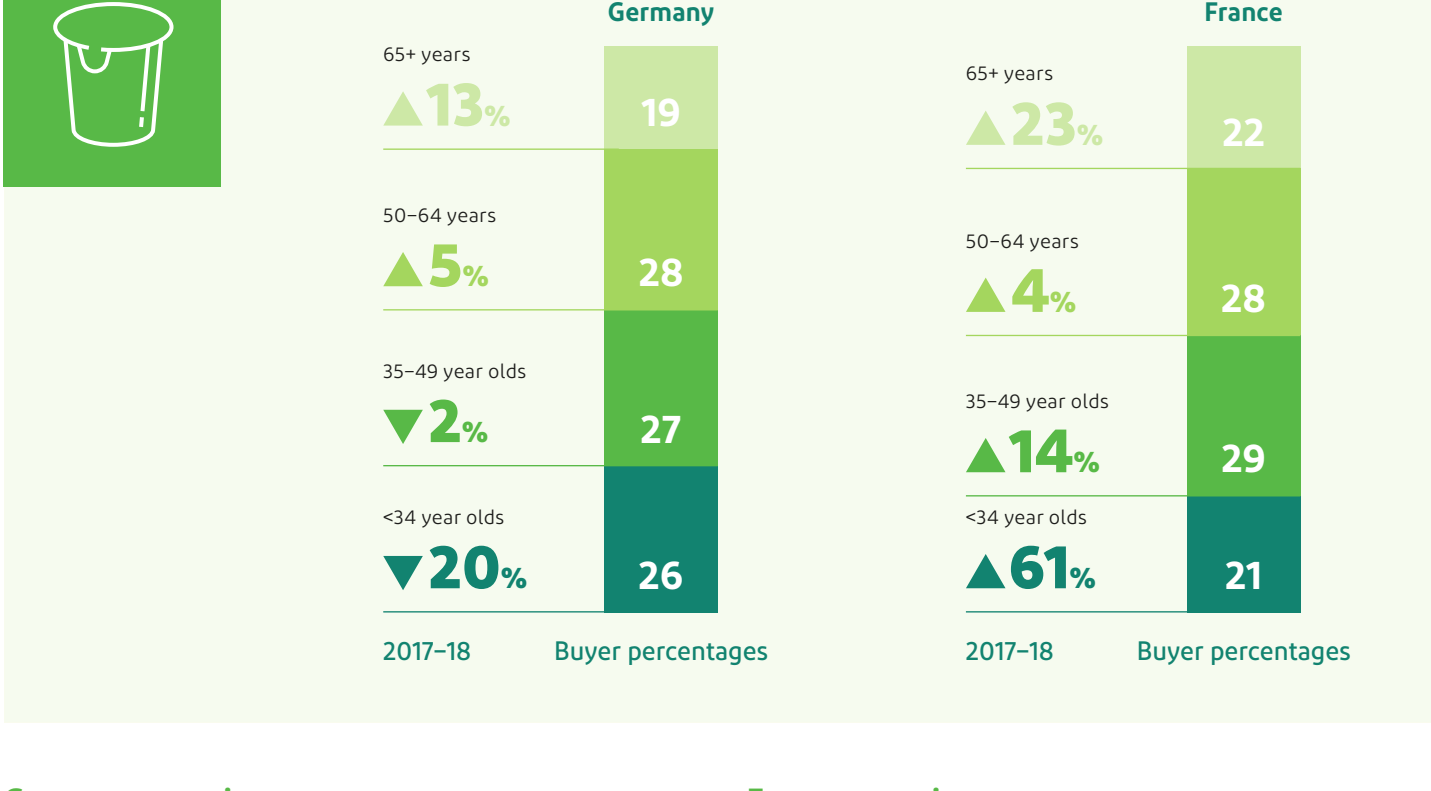
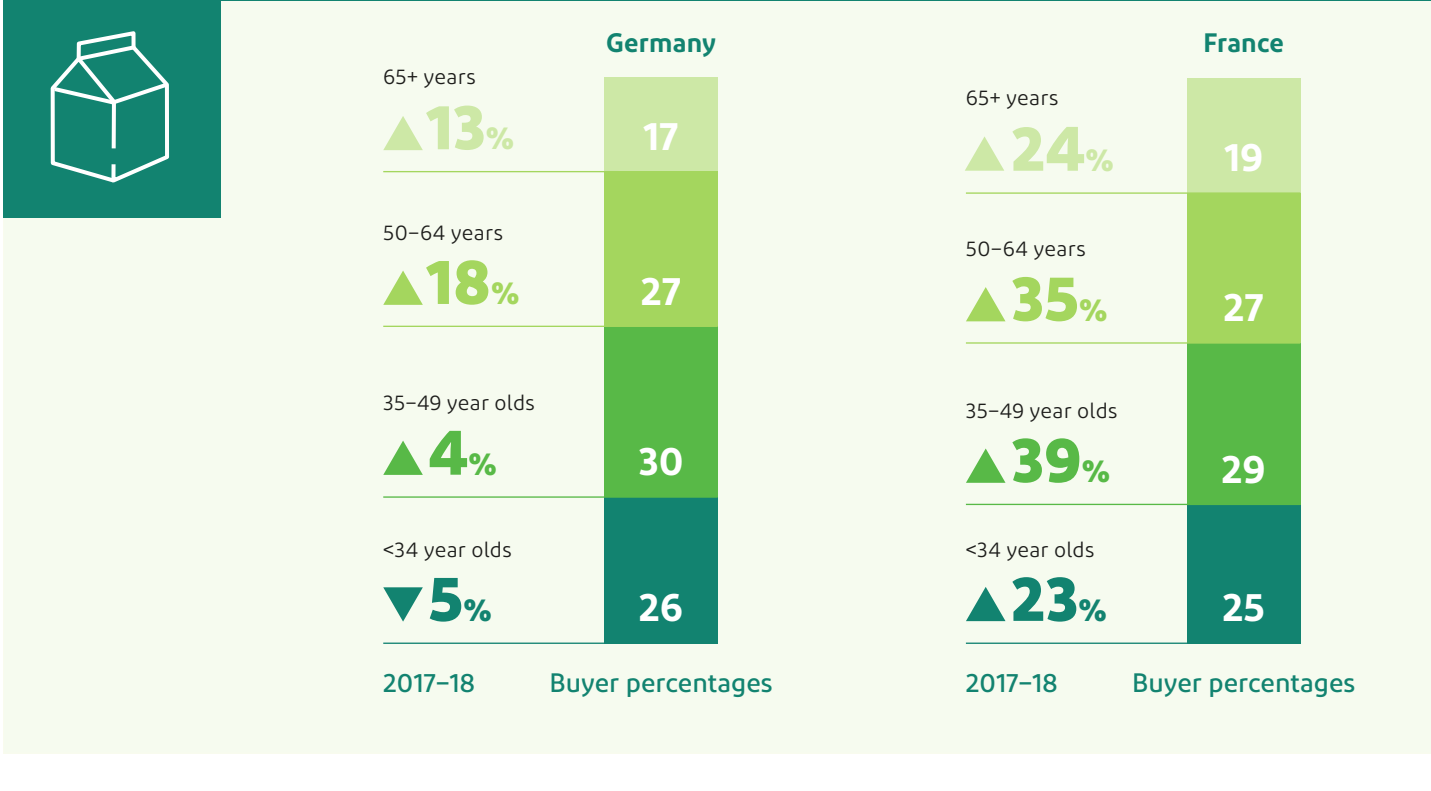
People consume more plant-based beverages, and have them in their tea and coffee too. While the spoonable price point is double that of beverages, the beverages growth rate is higher.

### What does this mean for you?

It's key to take country-specific differences into account. With the right application insight, you can develop the right formats—based on turnover, growth rates and price points. For example, in France, spoonable products have a premium price and a high growth rate, but in the UK, the same product wouldn't make equal sense.

### It isn't all about millennials

While it's easy to imagine the plant-based customer as a young person, that isn't always backed up by the data.



#### Germany overview

**Germans** over the age of 50 significantly increased their consumption of plant-based beverages, and spoonable products.

**German** millennials significantly reduced their consumption of plant-based spoonable products.

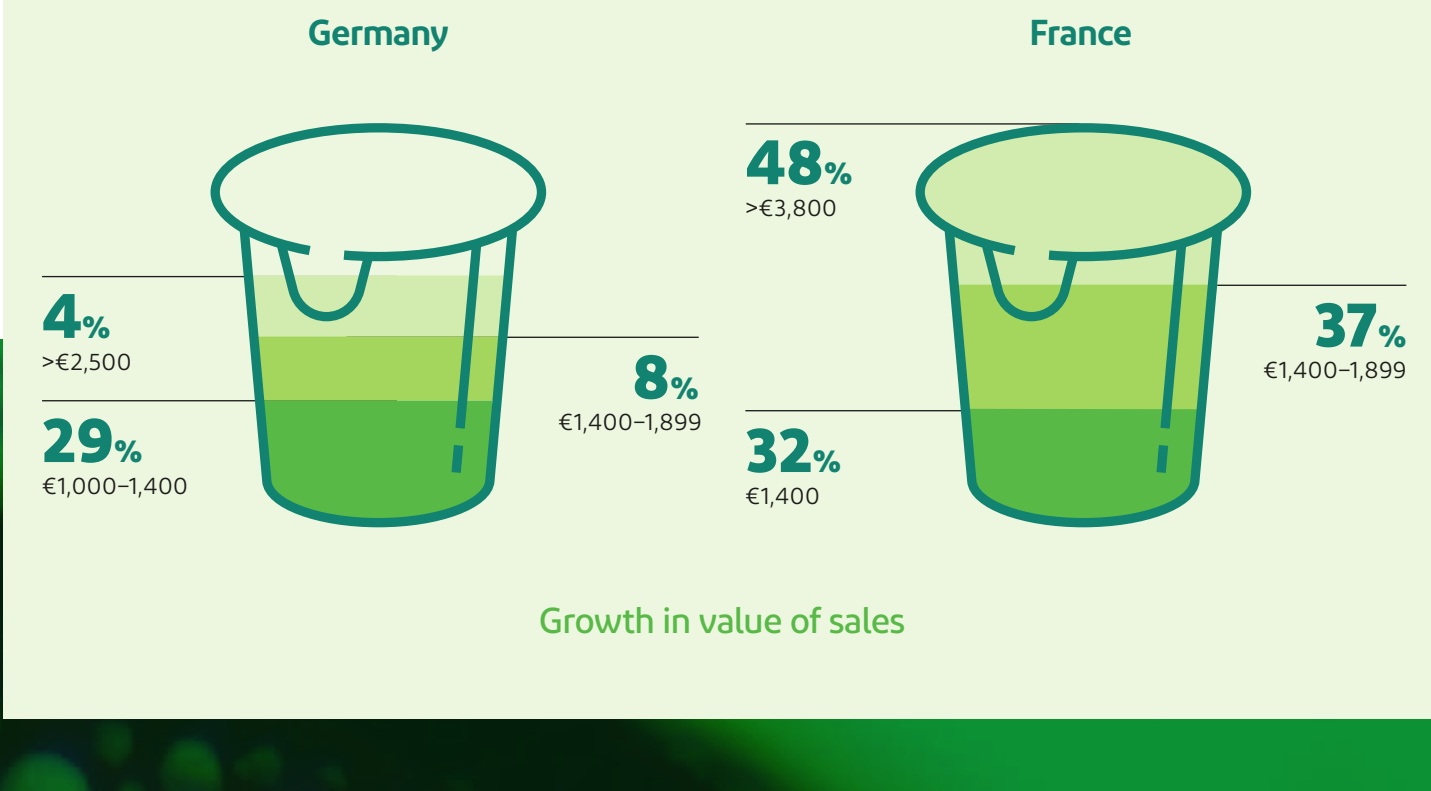
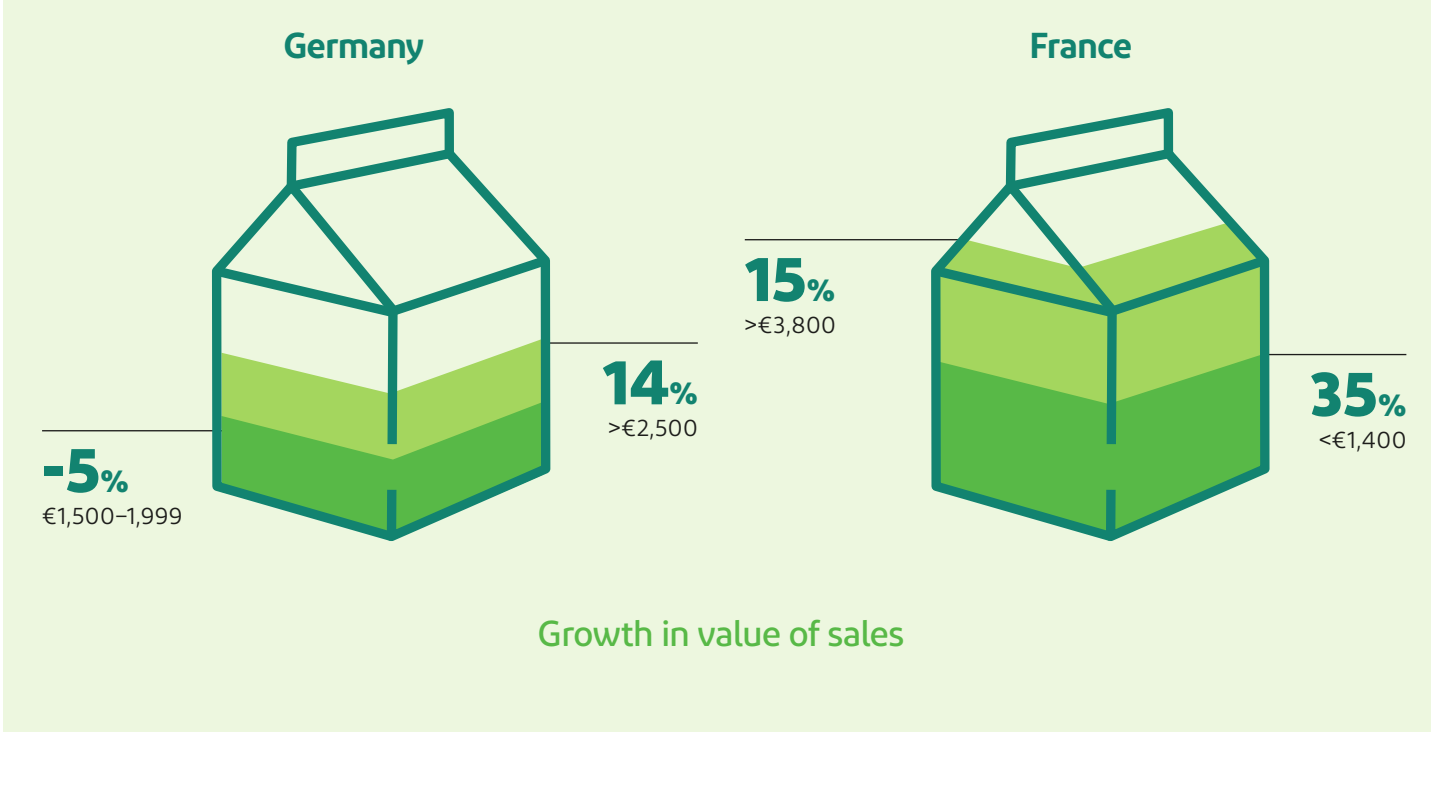
#### France overview

In **France**, the consumption of plant-based beverages by the over 50s grew significantly more than their consumption of plant-based spoonable products.

There was a dramatic increase in the consumption of plant-based spoonable products by **French** millennials.

### It isn't just about high-income buyers

Plant-based usually carries a higher price-tag but that doesn't seem to be deterring lower-income households.



## Know your market, own your market

Accurate data about differences between countries will enable you to make better strategic decisions, both in terms of product development and marketing.

In Germany, for example, where a significant number of those who consume plant-based alternatives are over the age of 50, a high-protein product that promotes healthy aging has the potential to perform well.

In France, there's a huge surge in younger, lower-income households adopting plant-based beverages, so pricing these products affordably could be a good growth strategy.

For more insight, and strategic guidance get in touch with our team today.

**Innovative solutions for plant-based, that keep you ahead of consumer demand.**

[Get in touch](#)

**Plantit**  
Your recipe for success in plant-based

Source: Europanel research

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