
Macro level consumer trends

Health & Wellness



- **What:** Consumers are prioritizing their health and well being
 - Health: state of being
 - Wellness: state of living a healthy lifestyle
- **Why:** The aftermath of the pandemic has emphasized the value of maintaining one's physical and mental well being

Convenience



- **What:** Individuals are seeking convenience in all aspects of their lives
- **Why:** Economic pressures and fast-paced schedules have led to consumers' increased need for convenience

Indulgence



- **What:** Individuals are looking for indulgent products that bring excitement to their lives
- **Why:** The need to escape from the stress and pressures of life

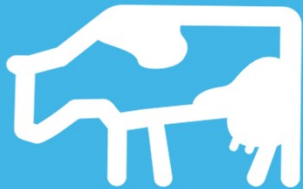
Social and sustainability



- **What:** Consumers continue to advocate for sustainable solutions given increased concerns around the environment, in addition to also advocating for societal equality and inclusion
- **Why:** These concerns are becoming more prevalent, and consumers are actively working towards making a positive impact

Dairy trends

Our extensive dairy expertise and insight portfolio have enabled us to identify the main trends that will be driving dairy consumption in 2024



Lactose Free

Increased concerns about digestive health and sugar content have aided the increased desire for lactose-free dairy



Sustainable Practices

As consumers' interest in improving the environment increases, they are becoming more conscious about the sustainability of dairy



Cultured

Consumers are increasingly seeking cultured dairy for its immunity-boosting and digestion aiding properties



Pro-Health

Consumers will look to dairy to aid their specific health needs (i.e., high protein for muscle growth or probiotics for immunity and digestion)