

Oat Milk

Back in 2014, WGSN forecast the mainstreaming of plant-based lifestyles amid consumers' growing allergy, health, sustainability and animal welfare concerns. By 2018, plant-based food sales growth was ten times that of all retail foods – with oat milk becoming the fastest-growing plant-based milk in the US and UK. In 2020, WGSN Food & Drink analyses oat milk's future in our Trend Curve: Oat Milk report.



2014

From pea-protein-based alternative meats to creamy non-dairy substitute oat milk, WGSN predicts the mainstreaming of plant-based and redudctarian lifestyles and dairy-free product alternatives in its Food Industry Evolution and Modern Milk reports.

2017

WGSN reports that growing consumer familiarity with plant-based meat substitutes is serving as a catalyst for category expansion, pointing to alt-dairy as a rising star.

WGSN's New Brews coffee report name-drops Swedish alt-milk brand Oatly as an emerging go-to in European cafes. The product launches across the US.

WGSN calls out oat milk in its A/W Key Flavours & Ingredients report.

By December, Oatly sells out nationwide in the US, with die-hard fans paying more than \$200 to snap up a case on Amazon.

Competitors jump on the opportunity and develop new brands for the alt-milk market.

2018

WGSN names oat milk in its 10 Key Food & Drink Trends for 2019 report, and predicts the rise of animal-plant blends, from oat-milk-based ice-cream-style non-dairy frozen desserts and vegan chocolate bars, to lactose-free dairy/plant-based hybrids.

US retail sales of oat milk continue to rise, reaching **\$84m**, up from \$4.4m in 2017.

2019

WGSN predicts the coronavirus pandemic will further accelerate the plant-based trend. By mid-March, oat milk weekly sales are **347% higher** compared to the same time last year.

The global dairy alternative market is expected to hit over **\$38bn by 2025**, growing at a CAGR of 15% from 2020, in part driven by the entrance of Oatly to China.

2020