

*Report #07*

# EAT 2022

# NO COWINCIDENCE



# NO-COWINCIDENCE

## MORE MILK DRINKERS THAN EVER ARE ON THE TURN.

With dairy allergies becoming more common and so many of us considering the environmental impact of traditional dairy, what we splash in tea and pour on cereal is changing.

The alternative milk market is big business and growing. Predictions indicate sales of milk alternatives could almost double over the next five years, as more consumers swap cow's milk for plant-based, and brands clamour to expand their product offering.

Source: Waitrose & Partners



**PLANT-BASED MILK IS GOING MAINSTREAM WITH 1 IN 3 BRITONS NOW OPTING FOR DAIRY-FREE**

**ALT-MILK IS A HIT WITH YOUNGER CONSUMERS – 44% OF BRITS AGED 24-44 USE PLANT-BASED MILK**

**GROWING AWARENESS OF OUR PERSONAL CARBON FOOTPRINT HAS INSPIRED MORE PEOPLE TO CHOOSE NON-DAIRY MILK SUBSTITUTES**

**23% OF ADULTS BELIEVE PLANT-BASED MILK IS BETTER FOR THEM THAN COW'S MILK**

**52% OF ADULTS AGREE THEIR MILK CHOICES MAKE A DIFFERENCE TO THE ENVIRONMENT**

Source: RSPCA



## OAT IS THE CREAM OF THE CROP

Oat milk has overtaken almond milk as the most popular plant-based milk alternative.

## BUT POTATO IS THE MASH-UP WE NEED FOR 2022

Believe it or not, the humble spud is the latest in alt-milk innovation.

Already popular in Sweden, potato milk is gaining attention globally and looks set to be the next big thing to disrupt the alternative sector, hit supermarket shelves and shake up coffee shop menus.

Despite having a bad rep with low-carb lovers, the unassuming potato is being hailed for its sustainability and surprisingly creamy flavour.

Produced by heating and emulsifying batches of potatoes and adding rapeseed oil to the water they're cooked in, potato milk is naturally kinder to the environment than soya or almond milk production, which require vast amounts of land and water.

Potato milk is low in saturated fat and sugar and cholesterol-free. It's also free of the allergens typically associated with traditional milk, such as lactose and gluten.

Perhaps most interestingly of all, however; when it comes to calcium, it's said to match cow's milk pretty much drop for drop.

## Spud Fun

Grown and eaten all over the world, what the potato lacks in health credentials, it makes up for in versatility.

### But did you know...

- Potatoes are rich in antioxidants. Some contain as many as superfood staples like blueberries and blackberries
- They're not just fast carbs. The glycaemic index (GI) value varies from potato to potato. Asterix, Gala, Inova, Cerisa, and Amadine, for example, have lower GI's which drop even further as they cool after cooking
- They're one of the most efficient, low-maintenance, and sustainable foods in the world. One hectare can yield more than a quarter of a million portions of food

Source: DUG

## Case Study: DUG

### POWER TO THE POTATO

DUG is the Swedish alt-milk brand already harnessing the power of potatoes.

Rooted in science and the research of Professor Eva Tornberg, DUG original, DUG Unsweetened, and the creamy DUG Barista are made using patented emulsion technology and will be available at Waitrose from February 2022.

### DUG product credentials:

- Twice as land efficient
- 75% lower carbon footprint
- 56 times less water



## NON-DAIRY GOES FREE

For a while now, non-dairy customers have typically incurred a surcharge for swapping out regular milk for a plant-based alternative when ordering their coffee.

Is this practice coming to the end of its shelf life?

**Costa** (1, 2) has a new plant-based milk supplier and is encouraging customers to avoid the 45p charge by ordering via their app.

And recent activity from **Starbucks** (3) and **Pret** (4) suggests the additional cost has been scrapped. To see if it's a permanent move or a temporary perk to coincide with Veganuary, watch this space.



## THE 'SO WHAT'

- ▲ Alternative milk is more accessible than ever with a steady flow of new products coming to market to meet demand.
- ▲ Soya, coconut, almond and oat were early pioneers, but vegetables like peas and potatoes are gaining traction.
- ▲ Alt-milk audiences are extremely likely to engage with messaging around health and environmental credentials.
- ▲ Tolerance of coffee shop surcharges for dairy-free milk could be turning sour. ▲



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