

BESPOKE SURVEYS

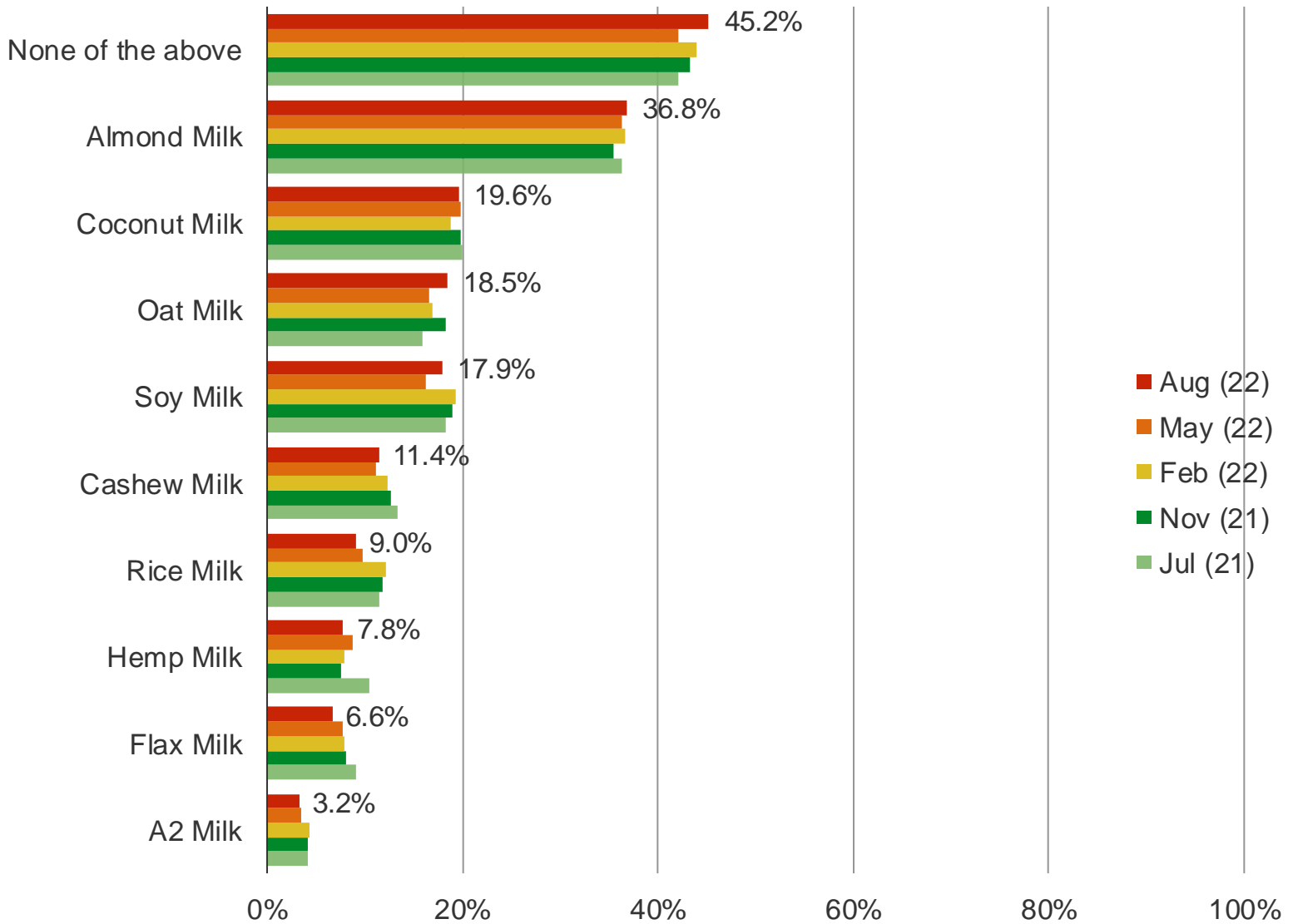
Milk Alternatives Vol 5

1,250+ US Consumers, Balanced to Census

MILK ALTERNATIVES

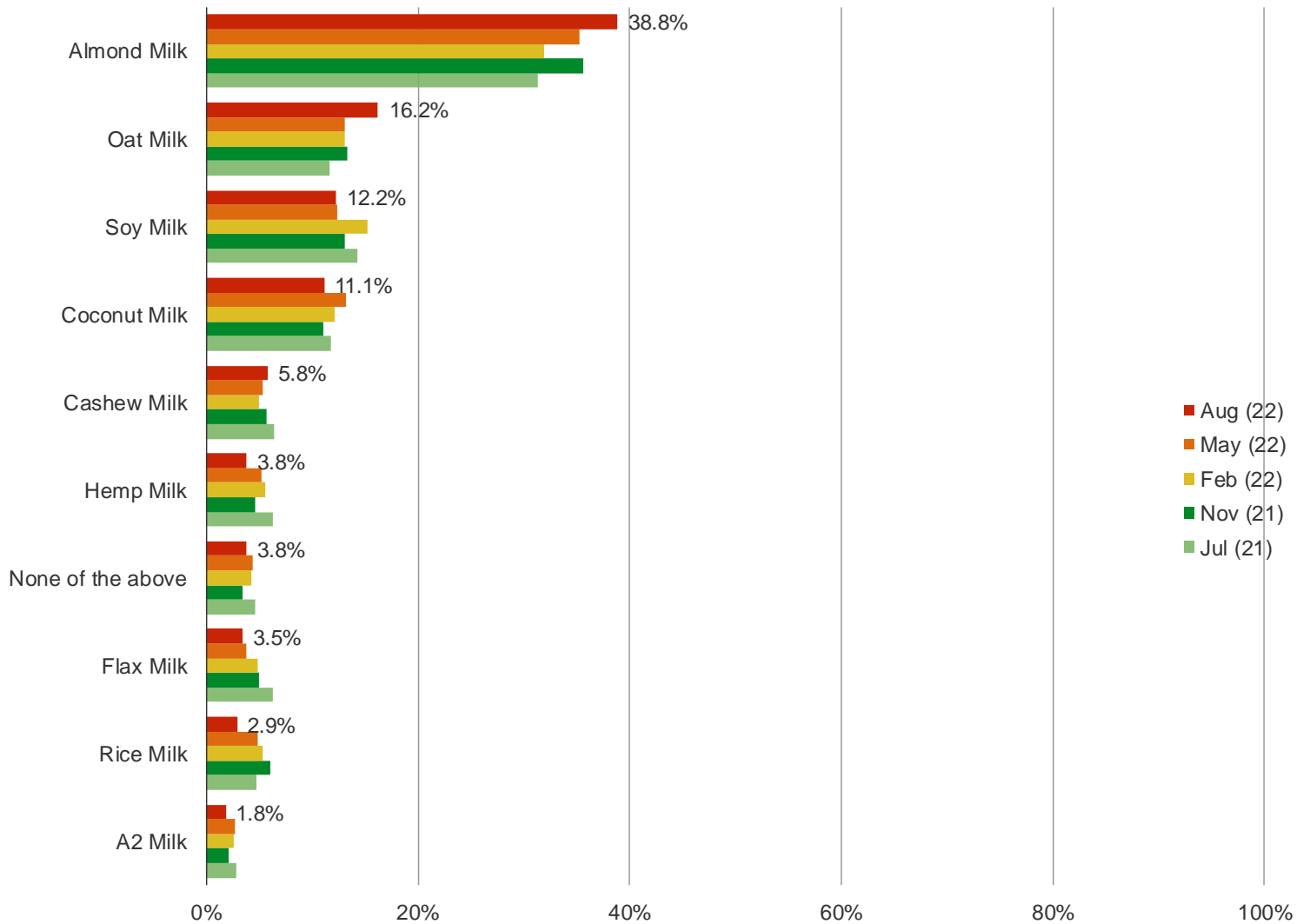
DO YOU REGULARLY OR OCCASIONALLY USE ANY OF THE FOLLOWING MILK ALTERNATIVES? SELECT ALL THAT APPLY

Posed to all respondents



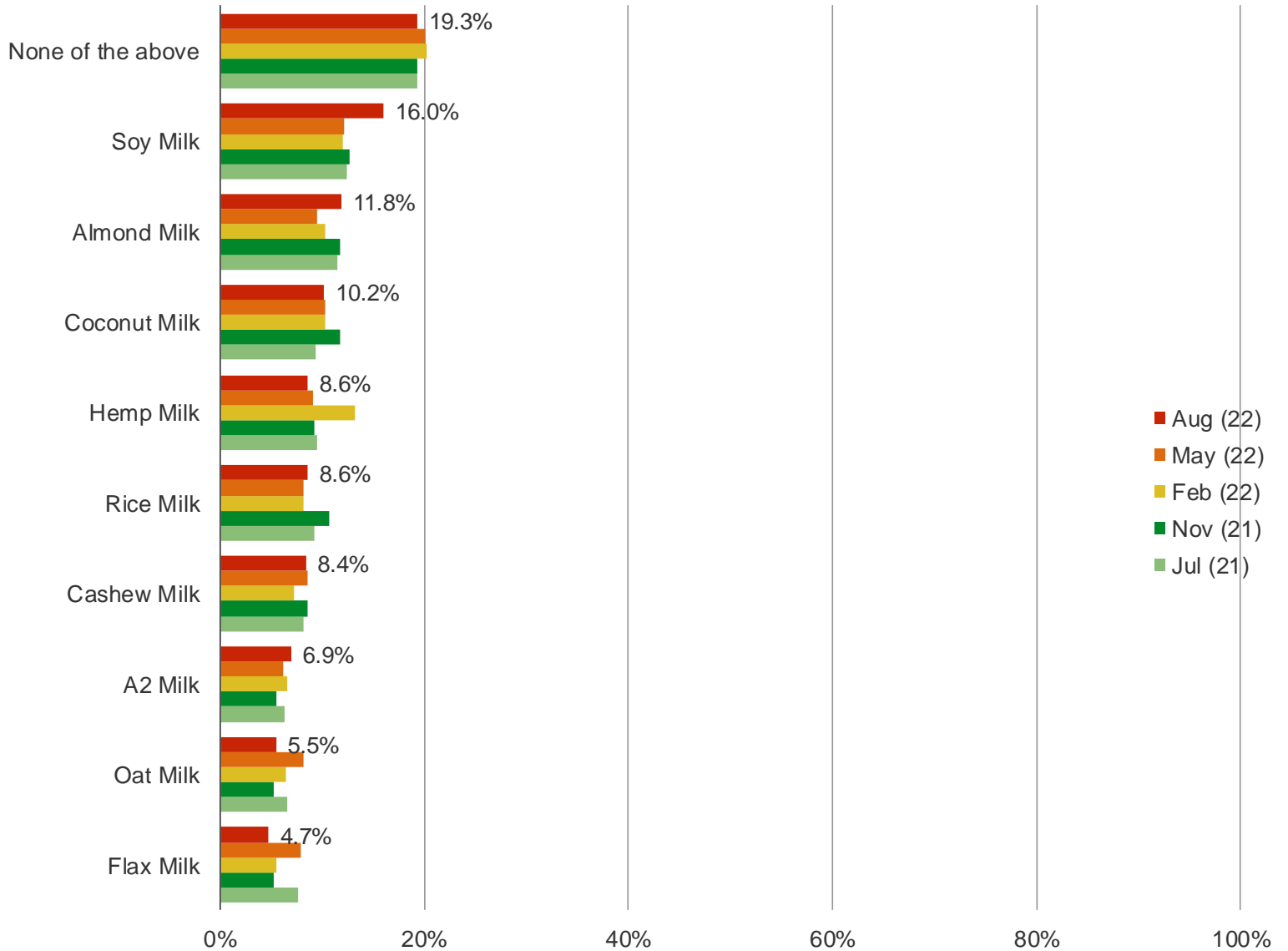
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE HEALTHIEST?

Posed to all respondents who use milk alternatives regularly or occasionally.



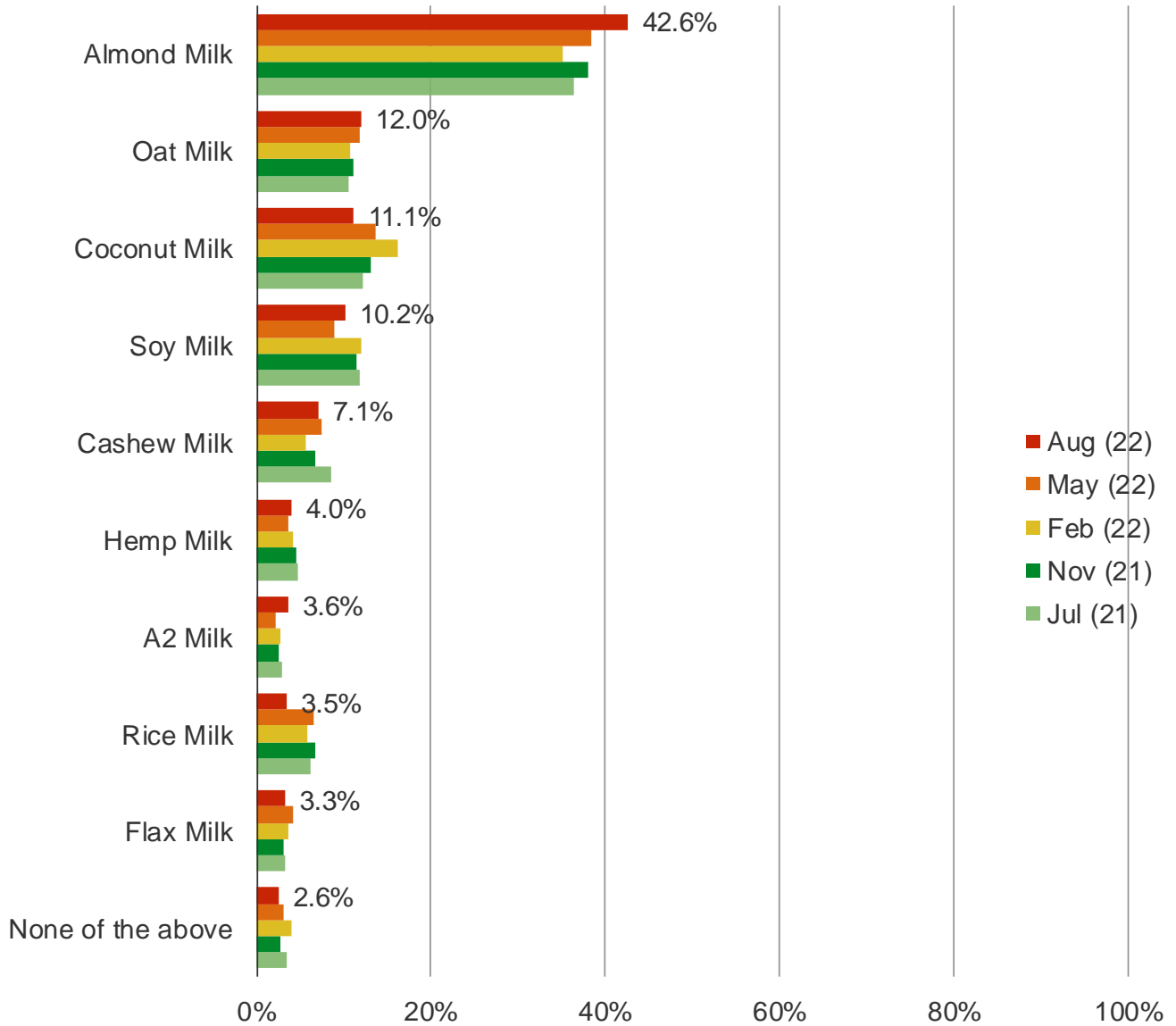
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE LEAST HEALTHY?

Posed to all respondents who use milk alternatives regularly or occasionally.



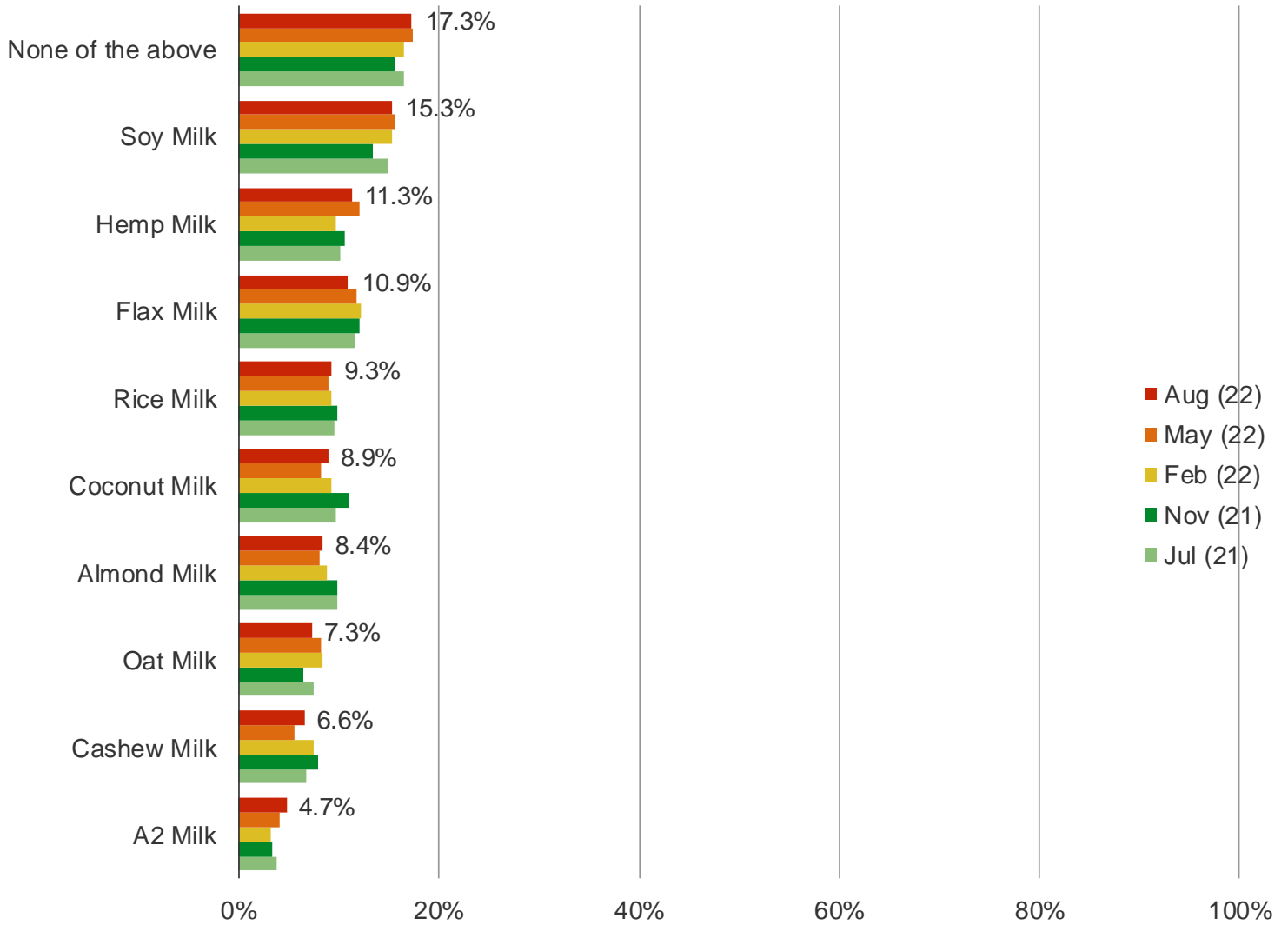
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE TASTES THE BEST?

Posed to all respondents who use milk alternatives regularly or occasionally.



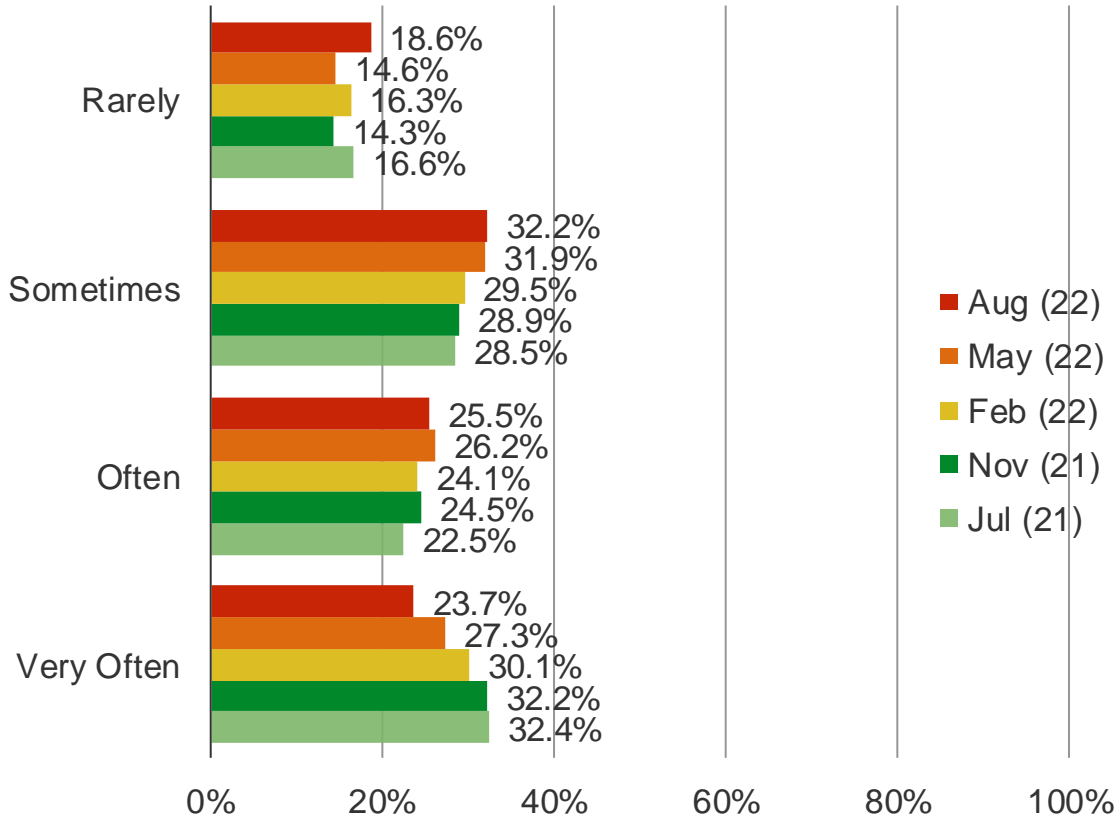
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL TASTES THE WORST?

Posed to all respondents who use milk alternatives regularly or occasionally.



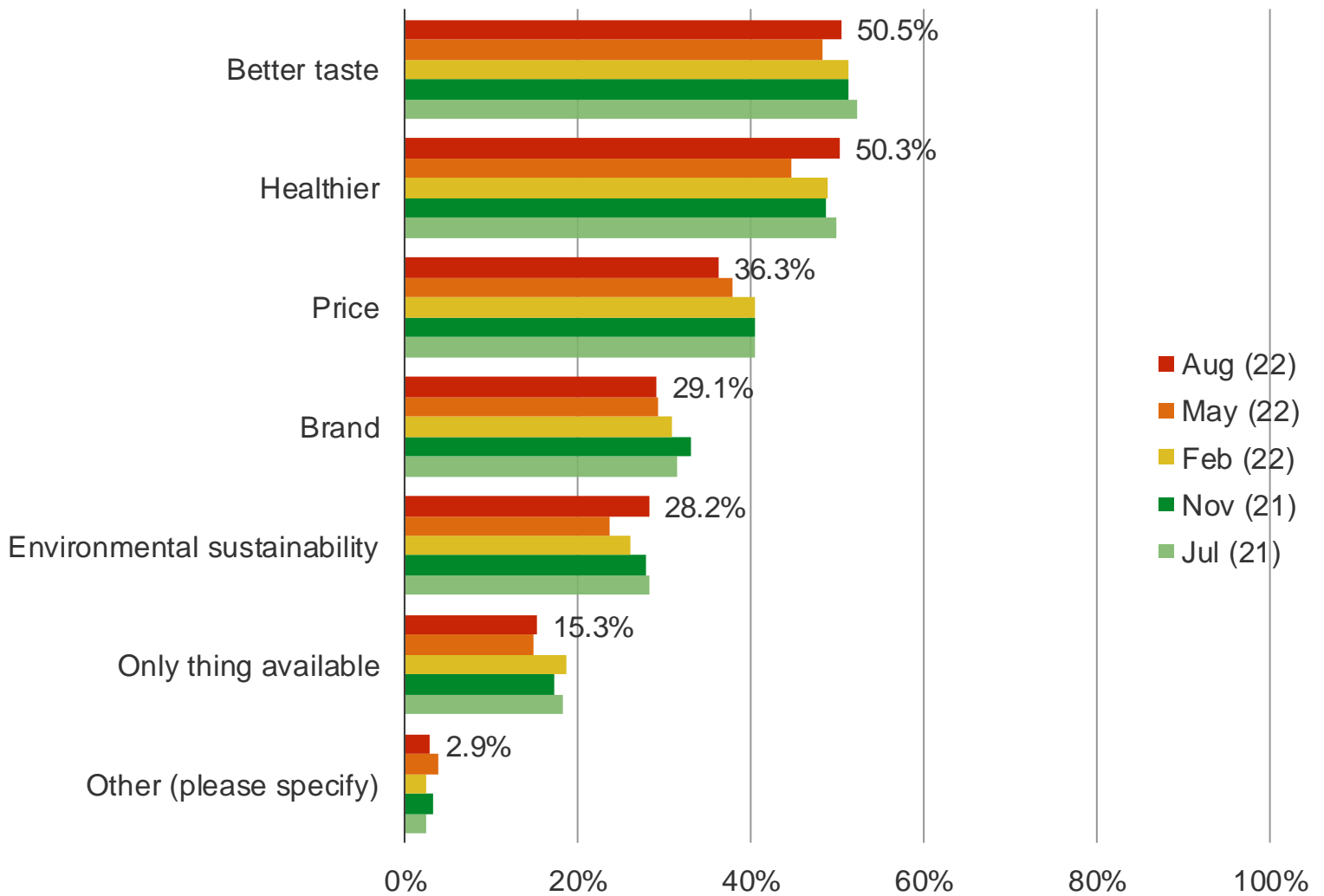
HOW OFTEN DO YOU DRINK NON-DAIRY ALTERNATIVE MILK?

Posed to all respondents who consume one or more milk alternatives regularly or occasionally.



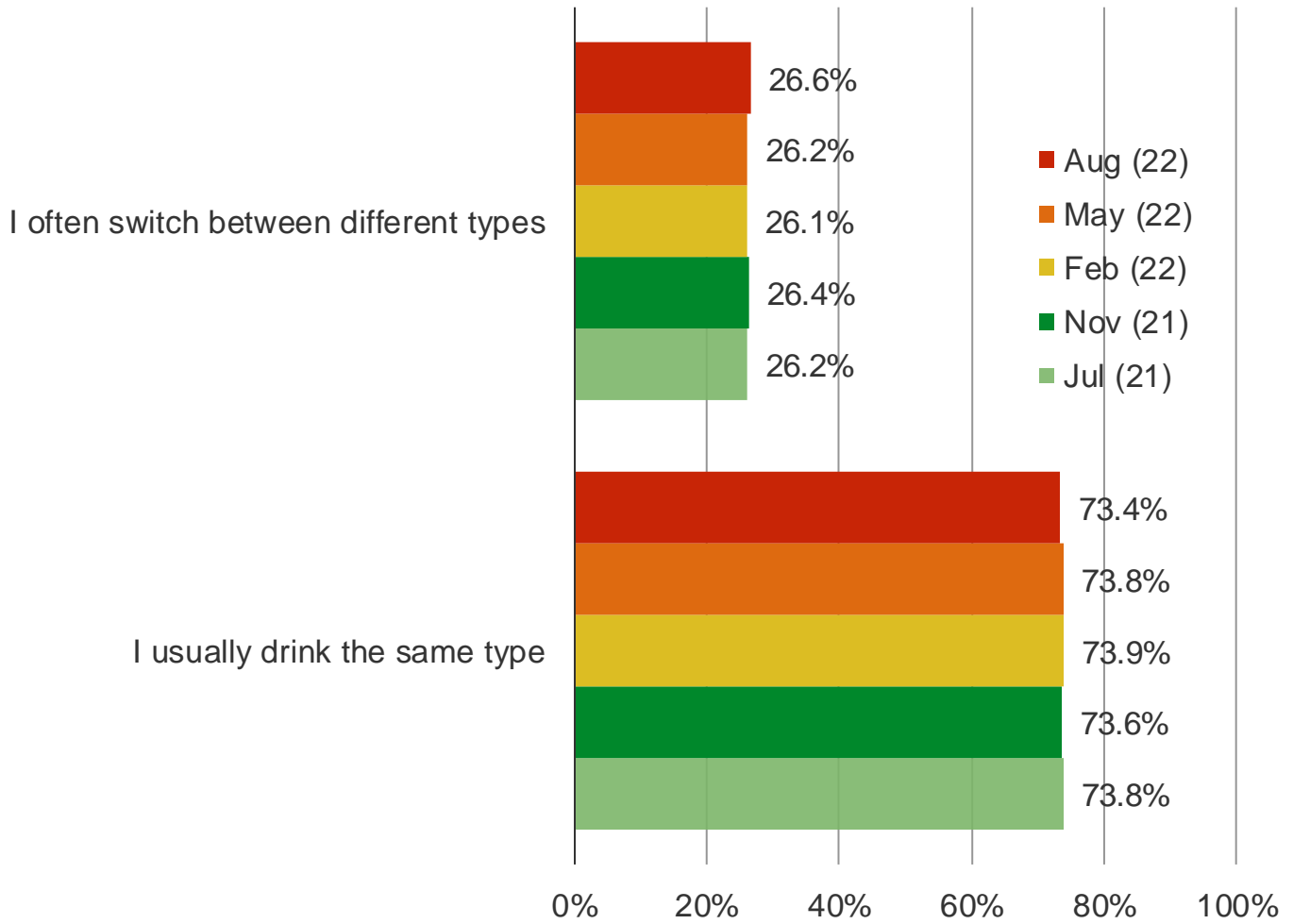
THINKING OF THE DIFFERENT TYPES OF ALTERNATIVE MILKS AVAILABLE (ALMOND, OAT, SOY, RICE, COCONUT, A2, ETC), WHAT MAKES YOU CHOOSE TO CONSUME ONE OVER THE OTHERS? SELECT ALL THAT APPLY

Posed to all respondents who use milk alternatives regularly or occasionally.



DO YOU ALWAYS DRINK THE SAME TYPE OF ALTERNATIVE MILK (IE, ALMOND MILK, OAT MILK, RICE MILK, ETC), OR DO YOU SWITCH BETWEEN TYPES?

Posed to all respondents who use milk alternatives regularly or occasionally.



WHY DO YOU SWITCH BETWEEN DIFFERENT TYPES OF ALTERNATIVE MILKS (IE, ALMOND MILK, OAT MILK, RICE MILK, ETC)?

Posed to all respondents who use milk alternatives regularly or occasionally.

Availability and price

Try different flavors

It give you varieties of options

For a new taste

Just depends on my mood for the day

Availability

I like variety

To try other tastes and brands

For variety

Taste the different flavors

Curiosity

Variety

For different experience and varieties

I guess it depends on what I am craving at that point in time

I like to see how well I digest different types

Just for enjoyment

Some I use for cereal and others to drink

To try out different things to see what I like more

Looking for the one that doesn't bother my stomach

To try them out

Just to change it up

Sometimes want to try new things

I am trying to find a healthier option than regular milk.

To get to know better the taste, health wise between these variety of milks

I like to

Taste

Availability

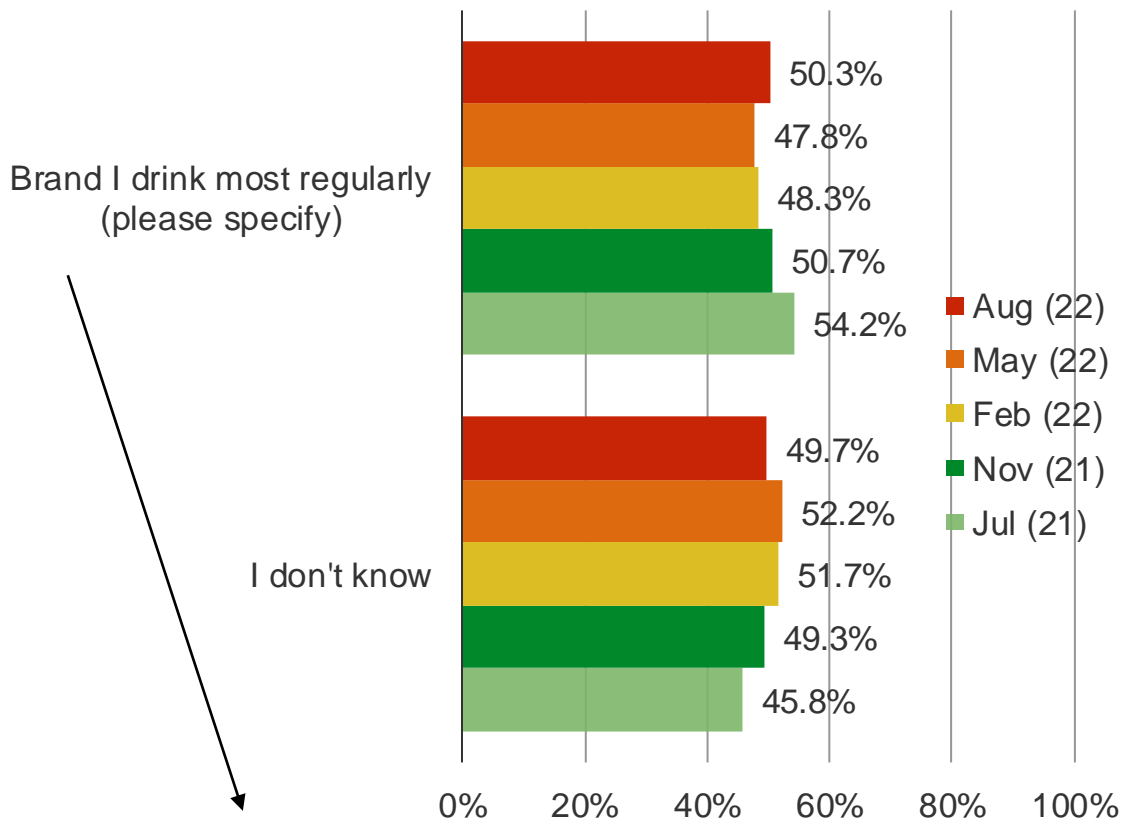
My friend buys it

I buy whatever's on sale or the least expensive

OAT MILK

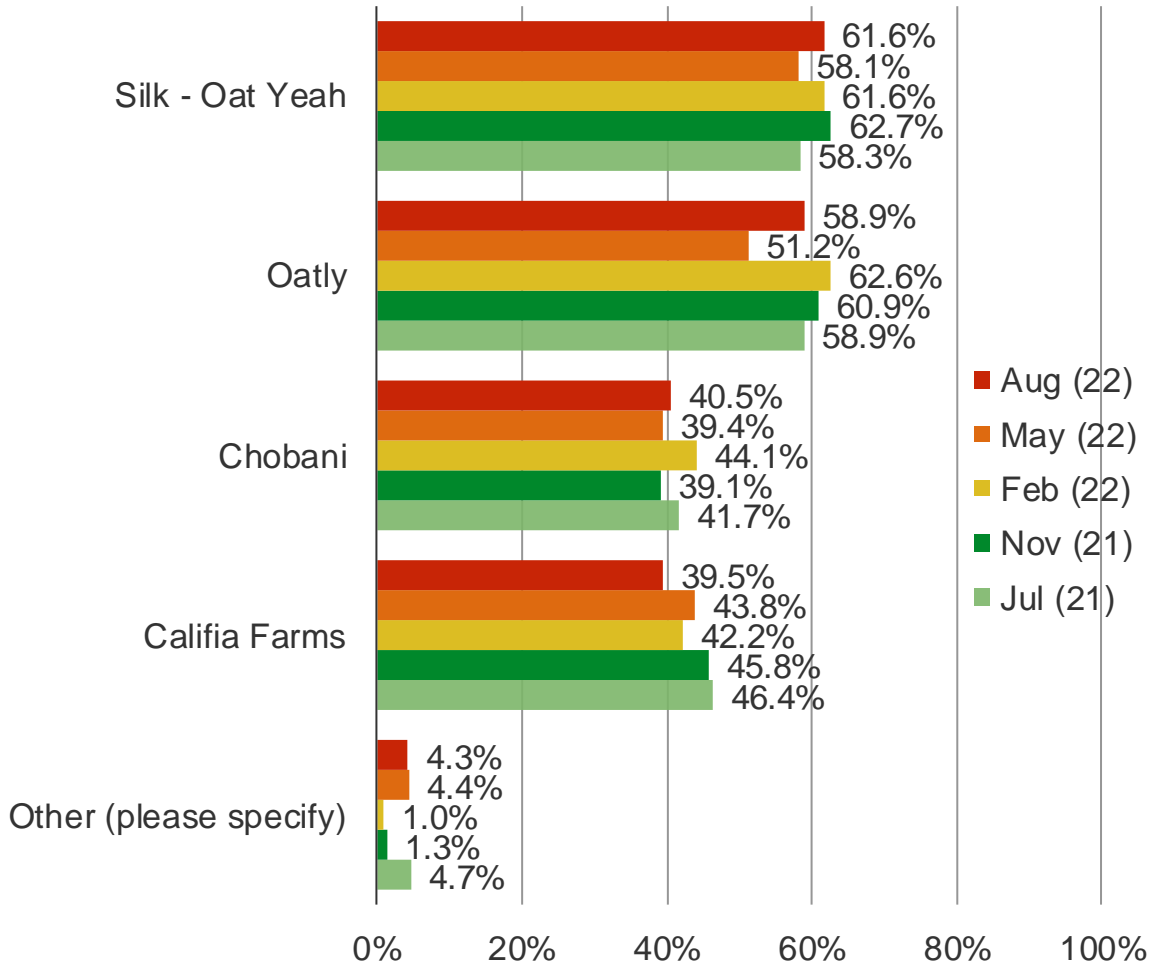
WHICH OAT MILK BRAND DO YOU CONSUME MOST REGULARLY?

Posed to all respondents who use oat milk alternatives regularly or occasionally.



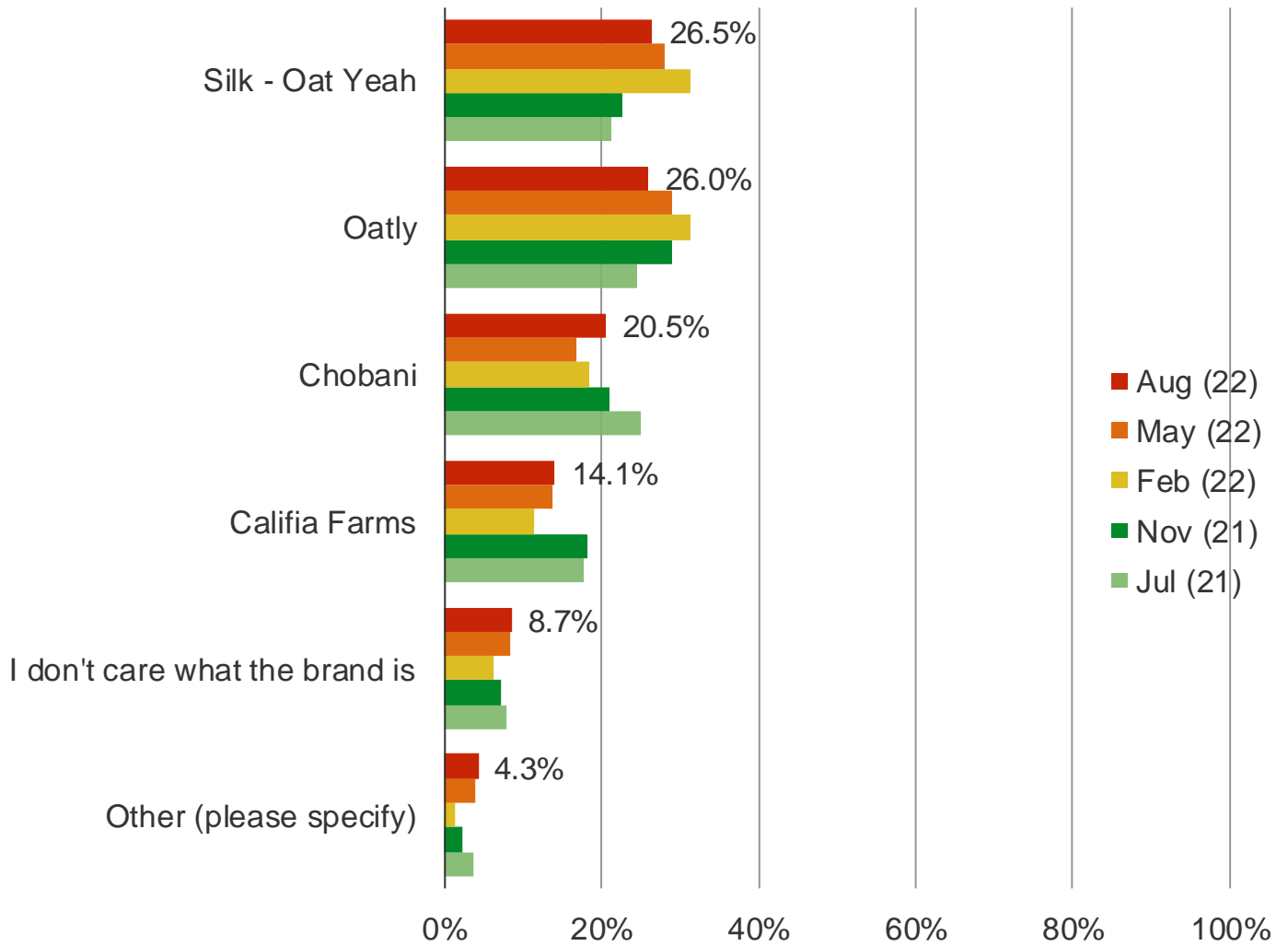
WHICH OF THE FOLLOWING OAT MILK BRANDS HAVE YOU EVER HAD? (SELECT ALL THAT APPLY)

Posed to all respondents who use milk alternatives regularly or occasionally and drink oat milk.



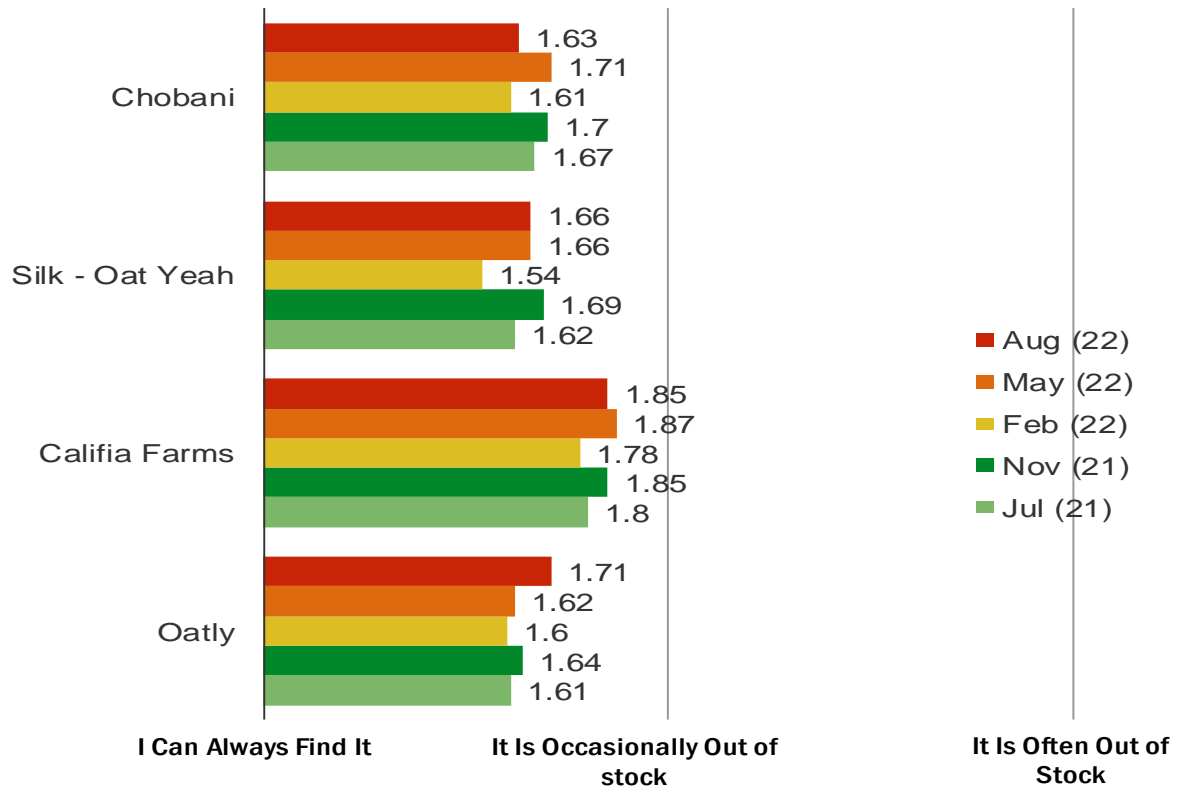
WHAT IS YOUR PREFERRED OAT MILK BRAND?

Posed to all respondents who use milk alternatives regularly or occasionally and drink oat milk.



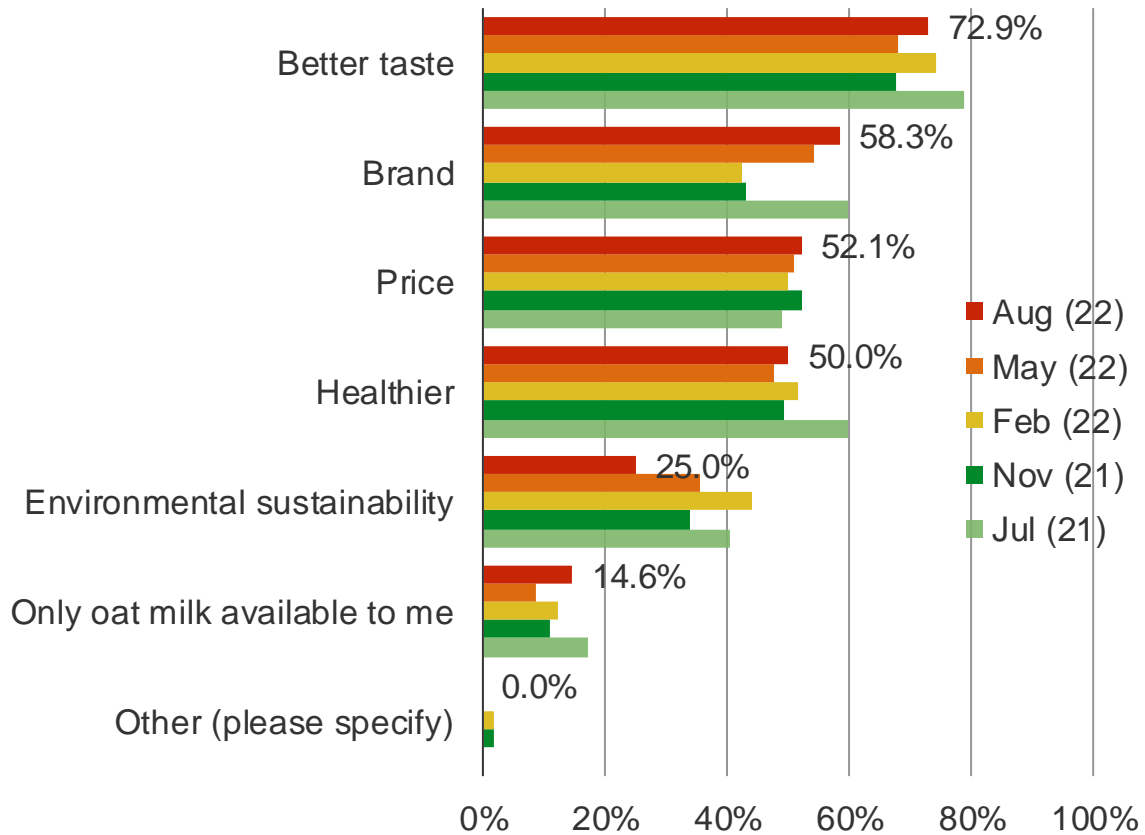
WHEN YOU PURCHASE OAT MILK IN GROCERY OR CONVENIENCE STORES, HOW EASY IS IT TO FIND THE FOLLOWING BRANDS?

Posed to all respondents who use milk alternatives regularly or occasionally and drink oat milk.



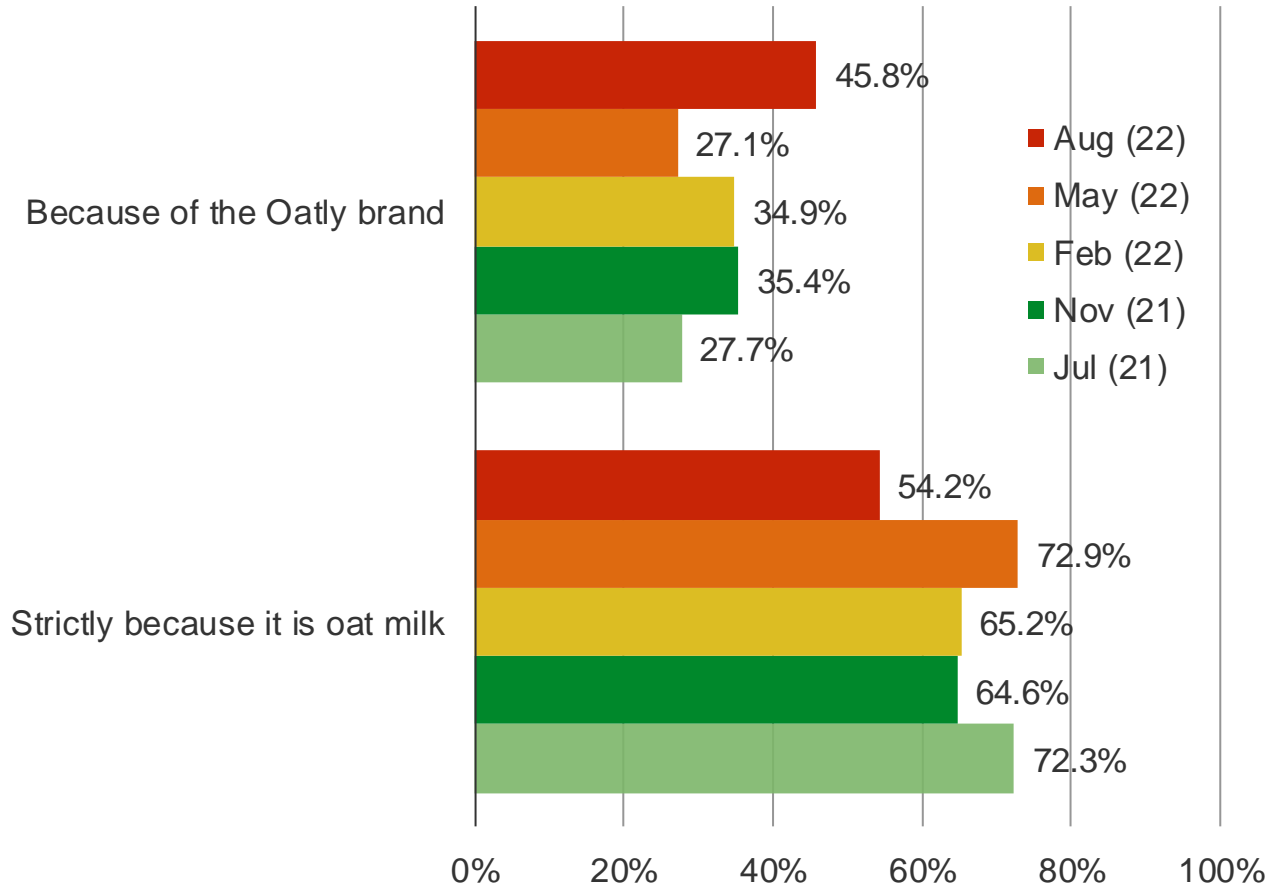
WHY DO YOU CHOOSE OATLY AS OPPOSED TO OTHER OAT MILK BRANDS? SELECT ALL THAT APPLY

Posed to oat milk drinkers whose brand preference is Oatly (N = 48)



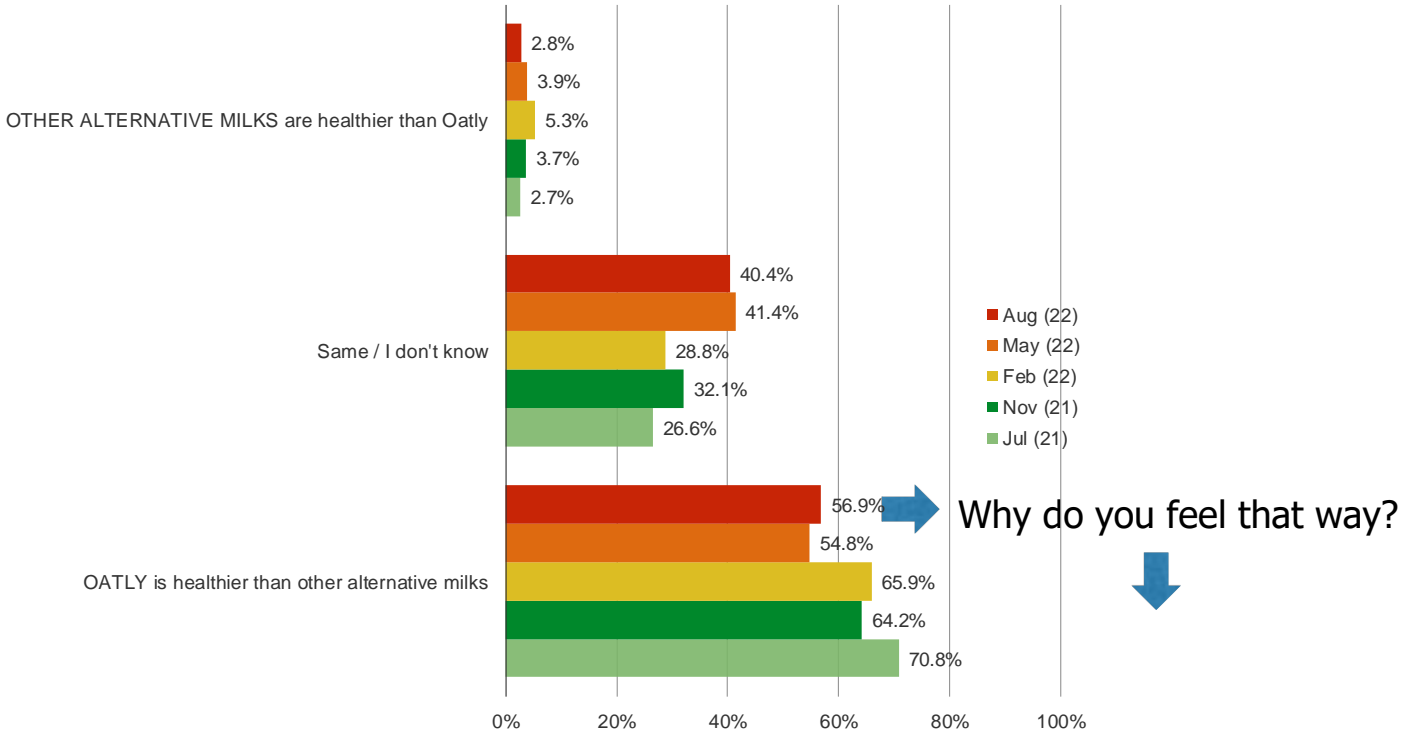
WHICH OF THE FOLLOWING BETTER DESCRIBES WHY YOU CHOOSE OATLY?

Posed to oat milk drinkers whose brand preference is Oatly (N = 48)



IN YOUR OPINION, HOW DOES OATLY COMPARE TO OTHER ALTERNATIVE MILKS WHEN IT COMES TO HOW HEALTHY IT IS?

Posed to oat milk drinkers whose brand preference is Oatly (N = 109)



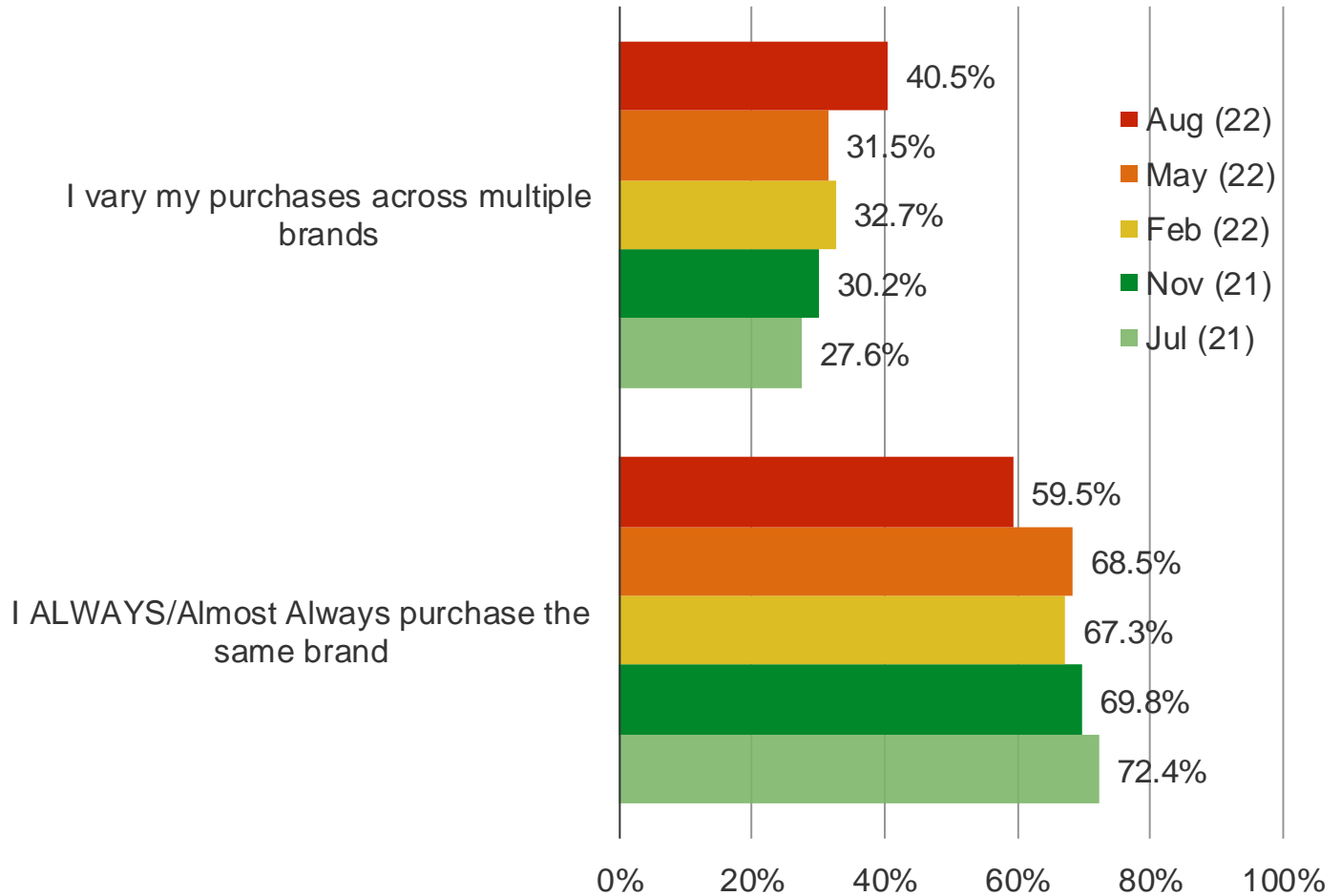
Why do you feel that way?



- They have fewer calories and more protein
- Non preservatives
- The ingredients
- The reputation of the brand
- Good nutrients
- Quality
- It contains nourishing ingredients
- The way it is made
- It is not processed

THINKING ABOUT YOUR OAT MILK DRINKING, WHICH OF THE FOLLOWING BEST DESCRIBES YOU:

Posed to respondents who regularly or occasionally drink oat milk (N = 185).



WHAT IS THE MAIN REASON FOR WHY YOU VARY YOUR OAT MILK PURCHASES ACROSS MULTIPLE BRANDS AS OPPOSED TO CHOOSING THE SAME BRAND EVERY TIME?

Posed to respondents who regularly or occasionally drink oat milk and said they vary their purchases across multiple brands (N = 75).

