

Bespoke Survey Research

August 2023

Milk Alternatives

Volume 9 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: OTLY.

KPIs and Key questions

1. Respondent engagement with milk alternatives is mixed, with some increasing (Almond milk, Oat milk) and some declining (Cashew milk, Rice milk, Hemp milk, Flax milk).
2. Alt milk drinkers feel almond milk is the healthiest, and that sentiment has grown stronger over time. The same is true of which milk alternative they feel tastes the best.
3. Among those who drink alternative milks, the frequency at which they drink it has increased in recent waves.
4. Alt milk drinkers usually drink the same type, but in recent volumes the share who often switch between different types has increased.
5. Among oat milk drinkers, the top brands they call out in a fill-in that they consume most regularly include Oatly, Planet Oat, Chobani, and Silk.
6. The share of oat milk drinkers who has tried Oatly, and who call Oatly their favorite, is little changed over time.
7. Among those who prefer Oatly, an increasing majority say it is strictly because it is oat milk (as opposed to it being because of the Oatly brand).
8. Oat milk drinkers have grown more likely over time to vary their purchases across multiple brands and have been increasingly driven to do that because of price.

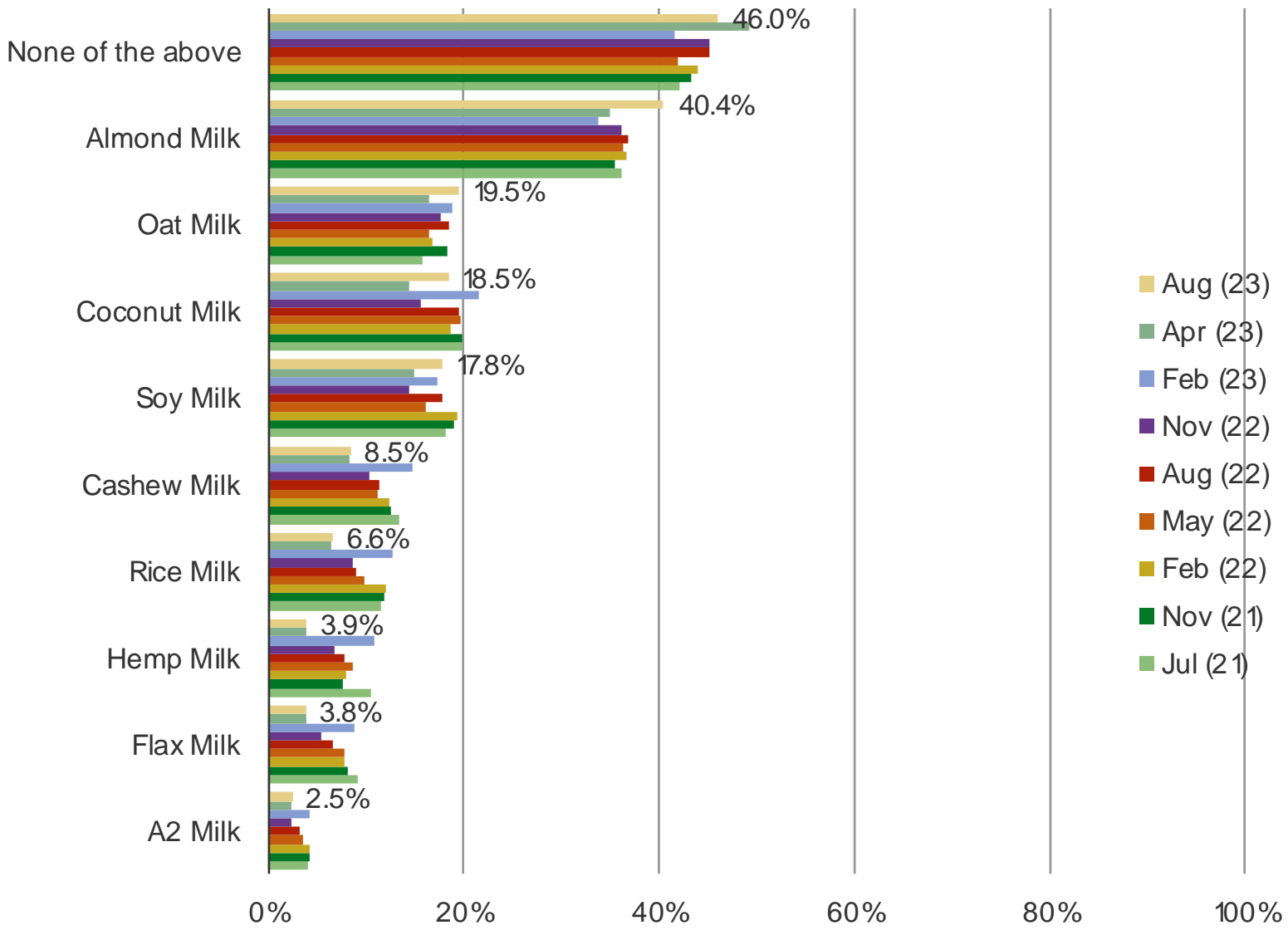
Noteworthy Stats:

- 19.5%** Of respondents note that they regularly or occasionally consume oat milk.
- 12.6%** Of respondents think oat milk is the healthiest.
- 69.5%** Of respondents who use milk alternatives regularly or occasionally usually drink the same type of alternative milk.
- 55.9%** Of respondents who use milk alternatives regularly or occasionally and drink oat milk drink Oatly.
- 26.7%** Of respondents who use milk alternatives regularly or occasionally and drink oat milk say that Oatly is their preferred oat milk brand.

MILK ALTERNATIVES

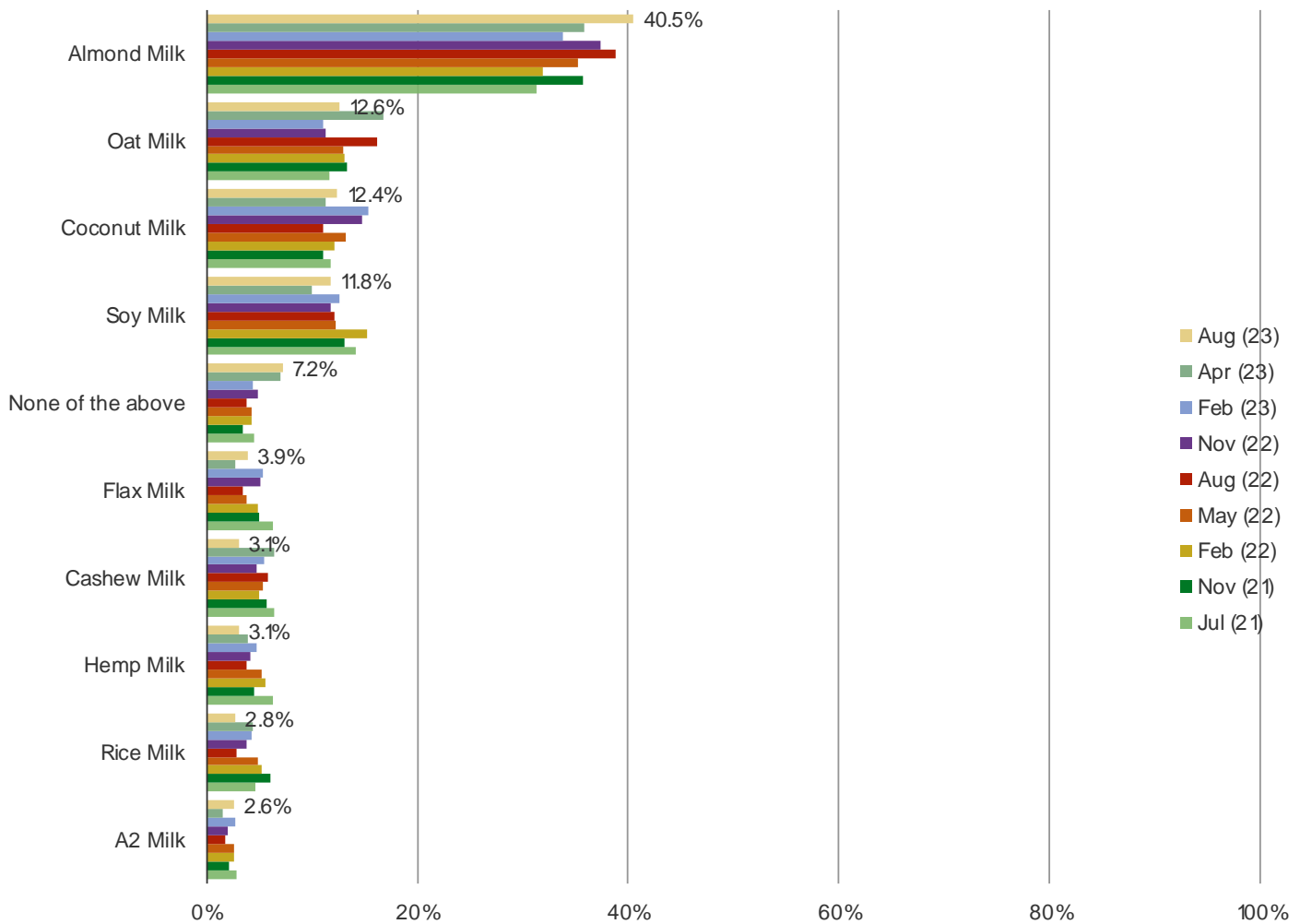
DO YOU REGULARLY OR OCCASIONALLY USE ANY OF THE FOLLOWING MILK ALTERNATIVES? SELECT ALL THAT APPLY

Posed to all respondents



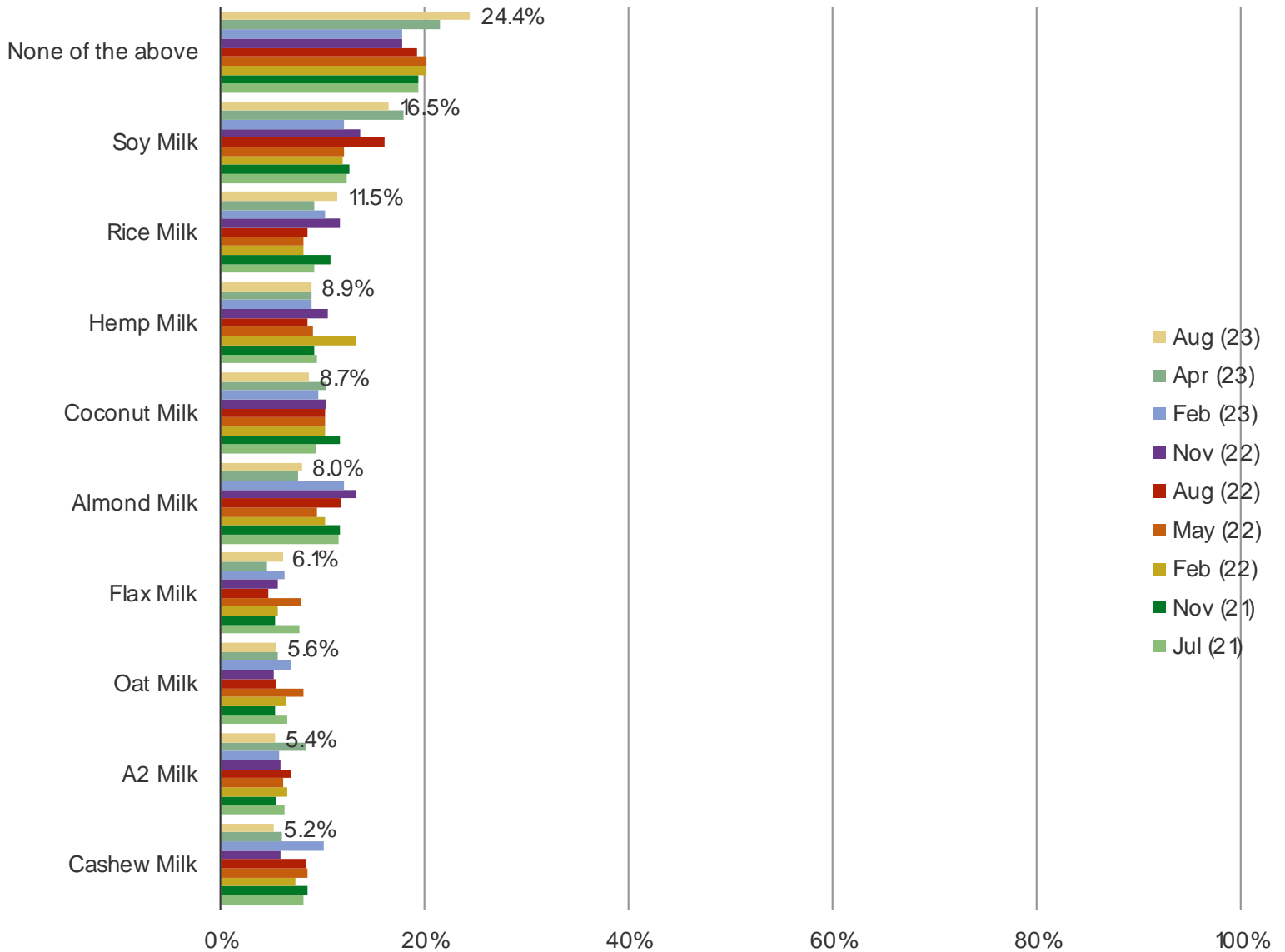
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE HEALTHIEST?

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



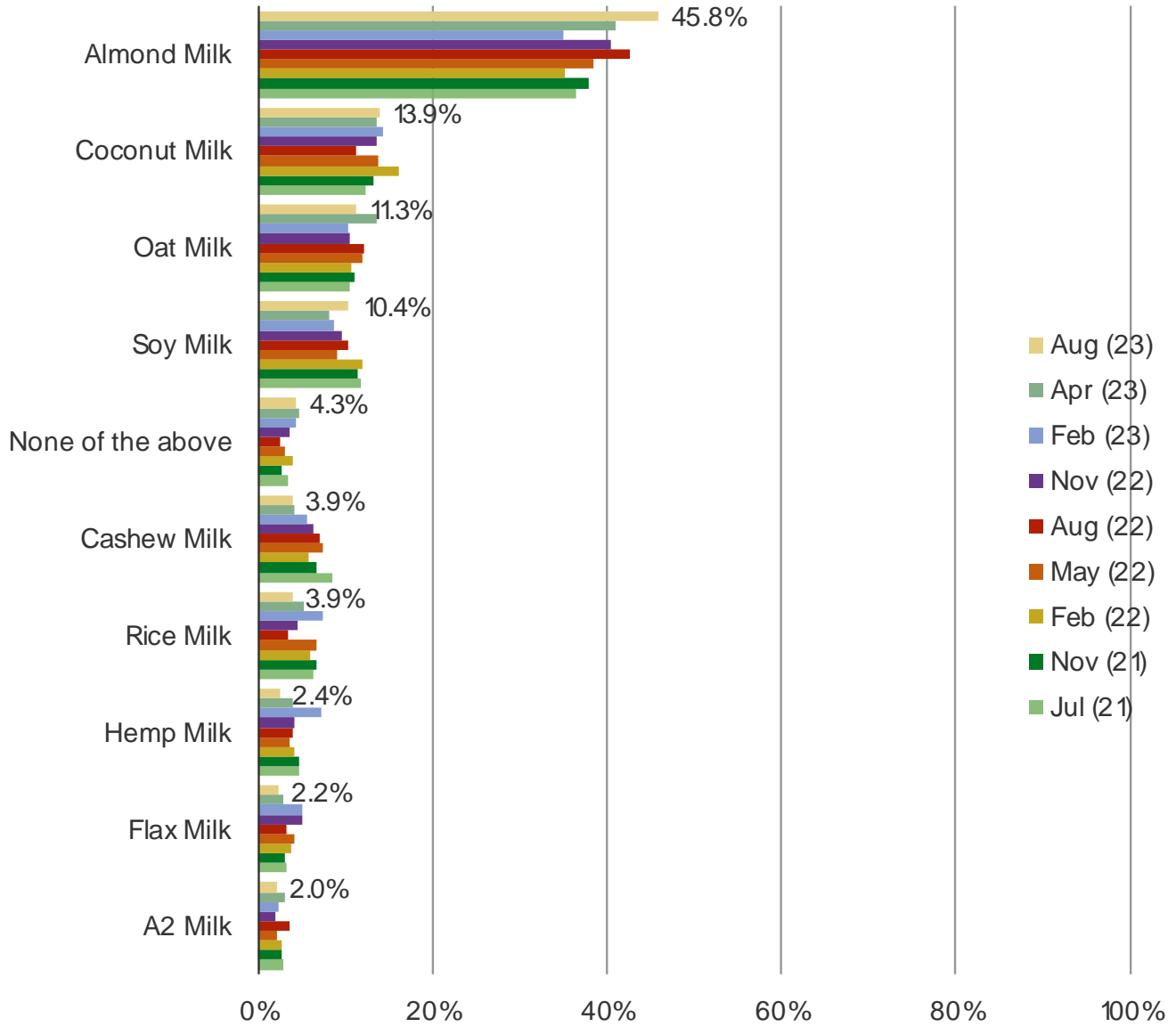
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE LEAST HEALTHY?

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



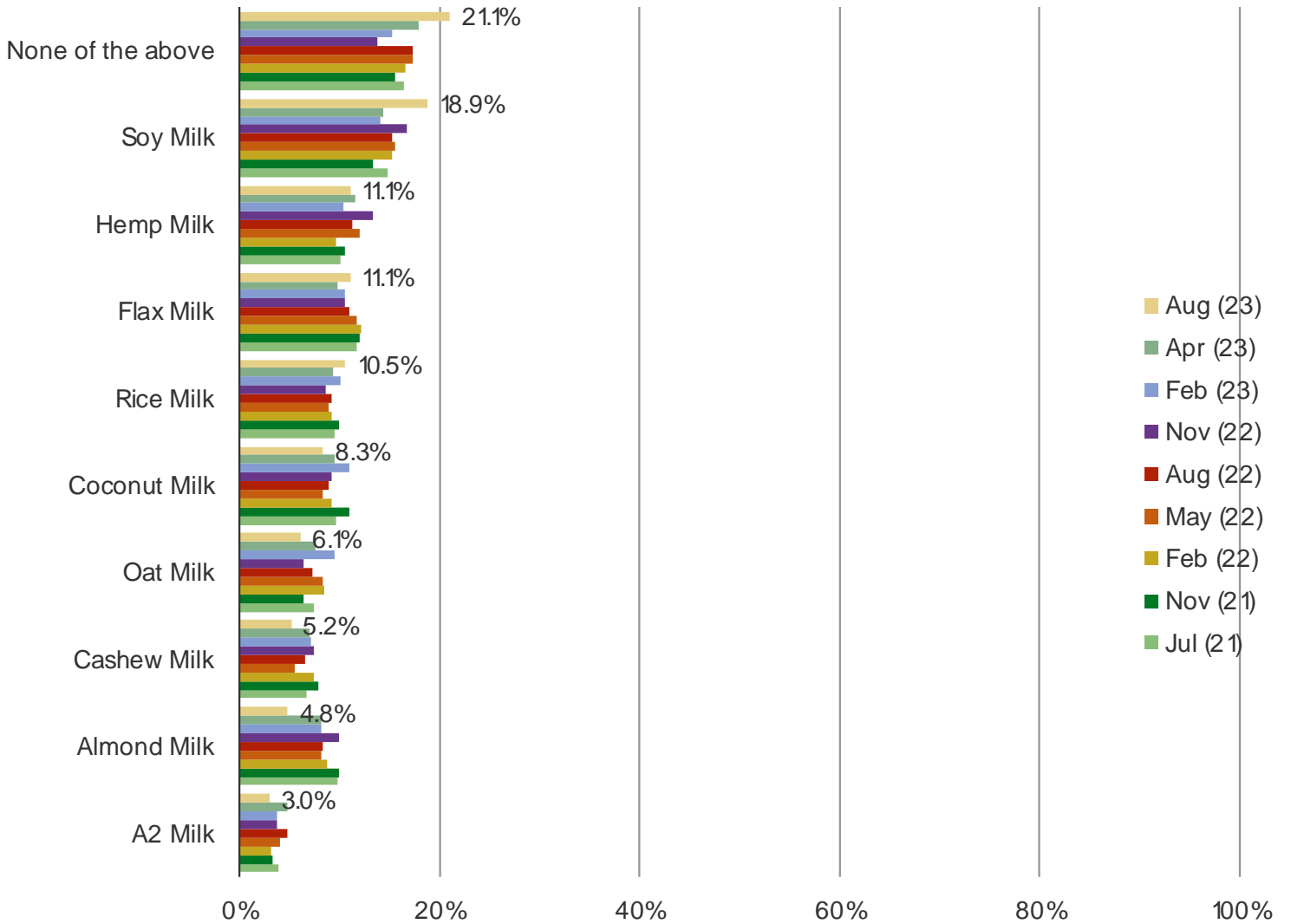
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE TASTES THE BEST?

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



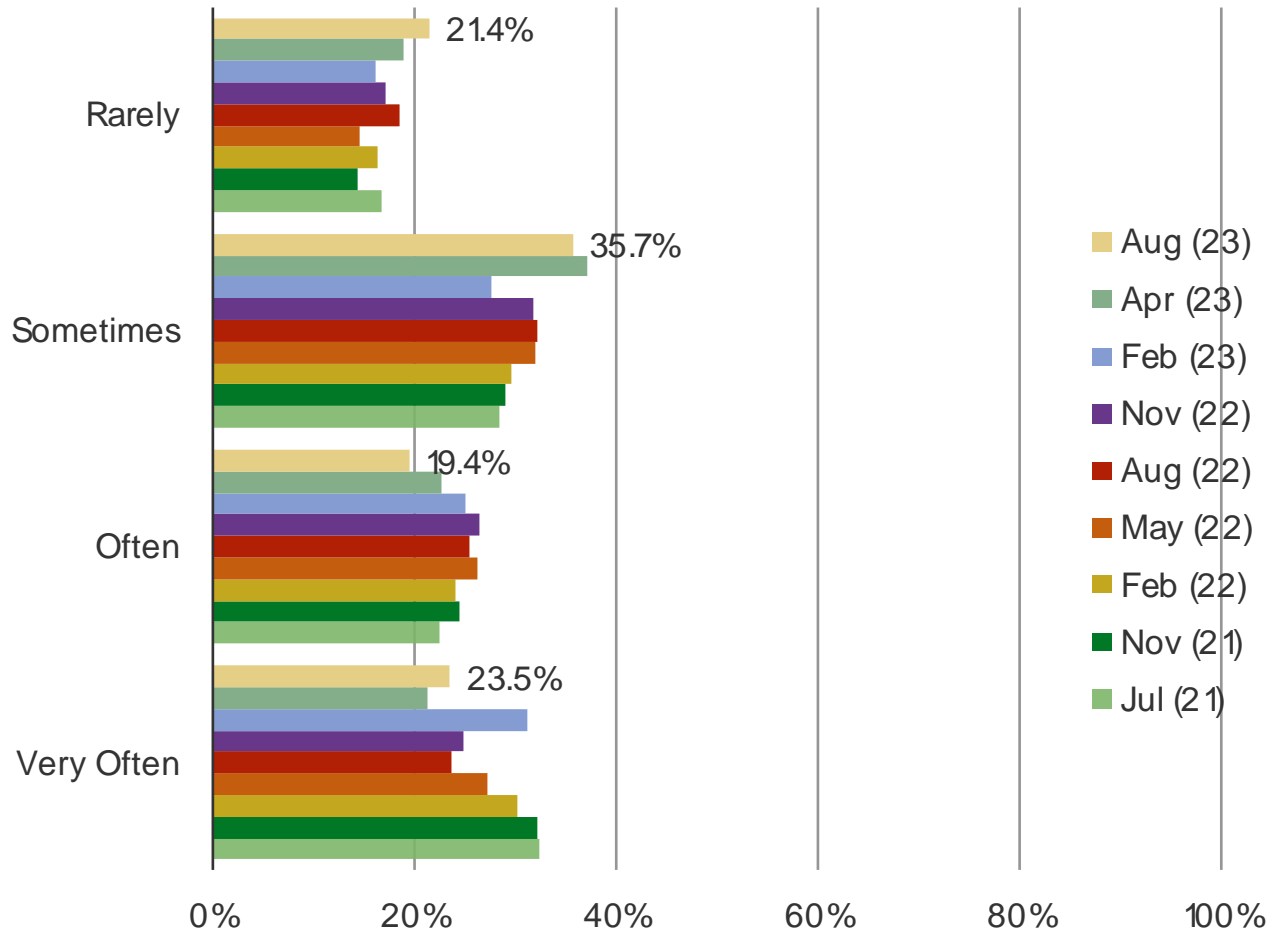
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL TASTES THE WORST?

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



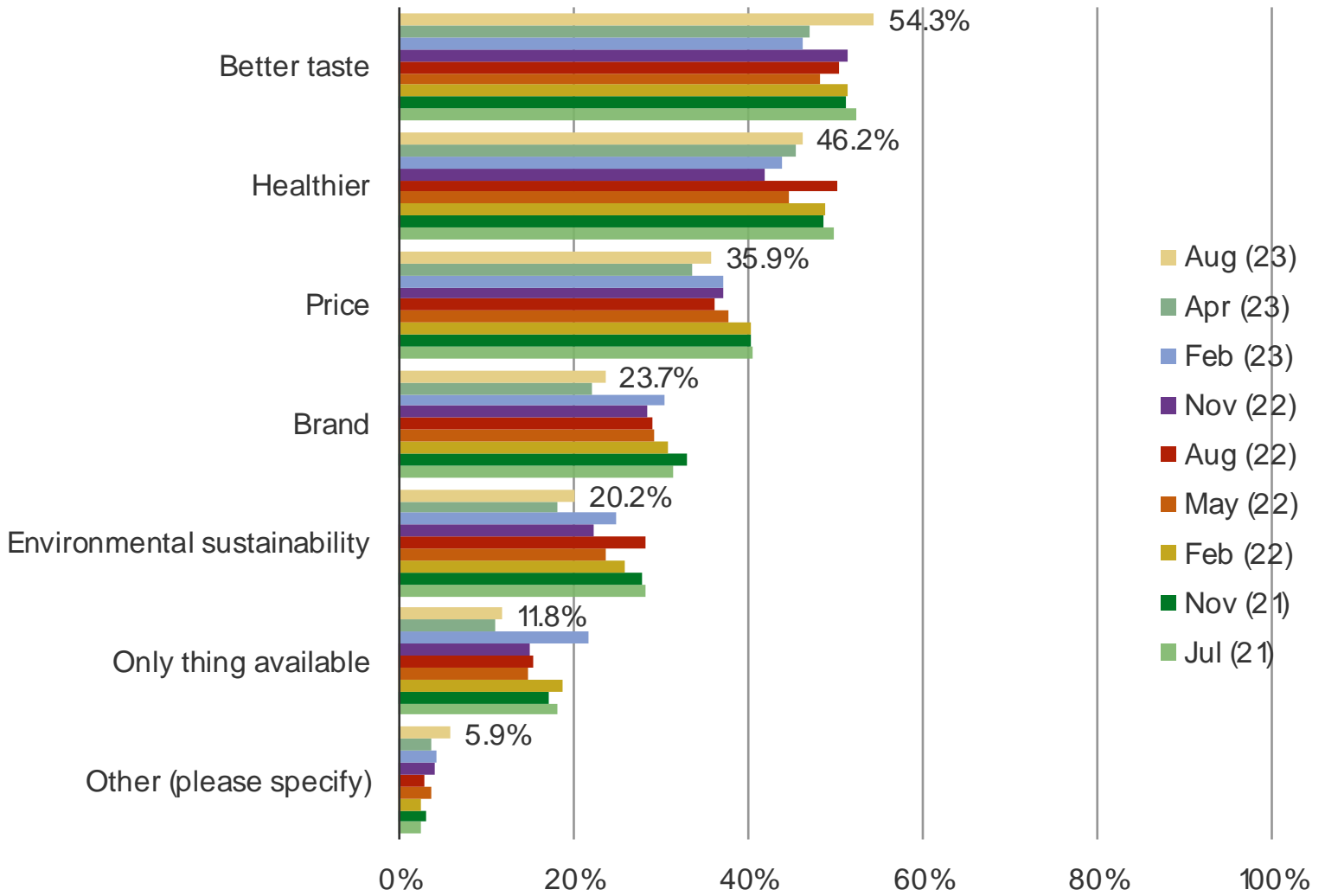
HOW OFTEN DO YOU DRINK NON-DAIRY ALTERNATIVE MILK?

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



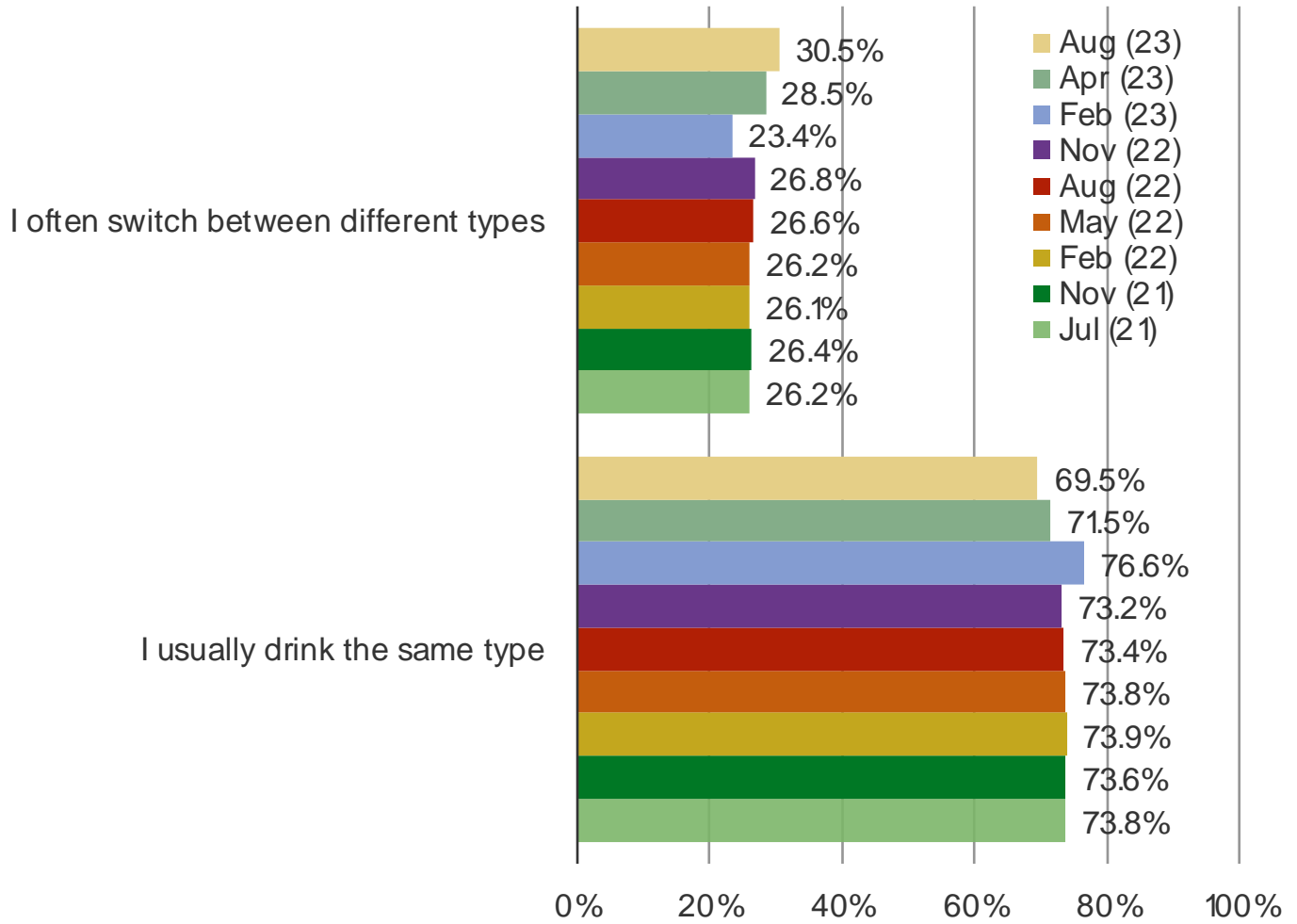
THINKING OF THE DIFFERENT TYPES OF ALTERNATIVE MILKS AVAILABLE (ALMOND, OAT, SOY, RICE, COCONUT, A2, ETC), WHAT MAKES YOU CHOOSE TO CONSUME ONE OVER THE OTHERS? SELECT ALL THAT APPLY

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.

I like to try new things

I love the variety

I choose them depending on what im using them for

Price

Taste difference

To get different tastes

Because of the flavor

Variety

Because I'm open to taking different types

Cost and accessibility

Whatever is available and cheaper sometimes

It's good to have options

To try the different flavors

Wanted to try different things

I like different tastes and flavors

Availability and price

Because of the market price and availability in stock

I just like to try a wide variety of different alternatives to traditional milk

I like an occasional change in flavors in order to try something different

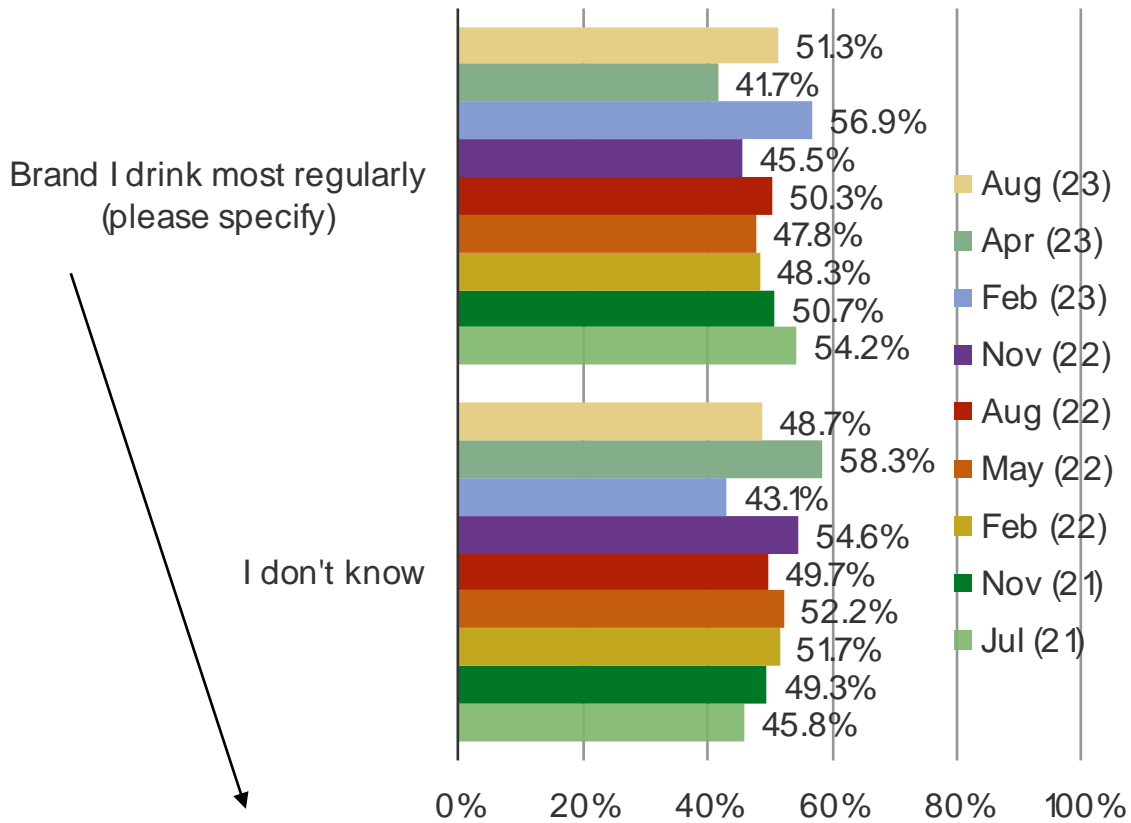
I think it's good to try new things, also different nut's can help with different body functions and the only way I'll eat them is if its in milk

I'm curious about other brands taste

OAT MILK

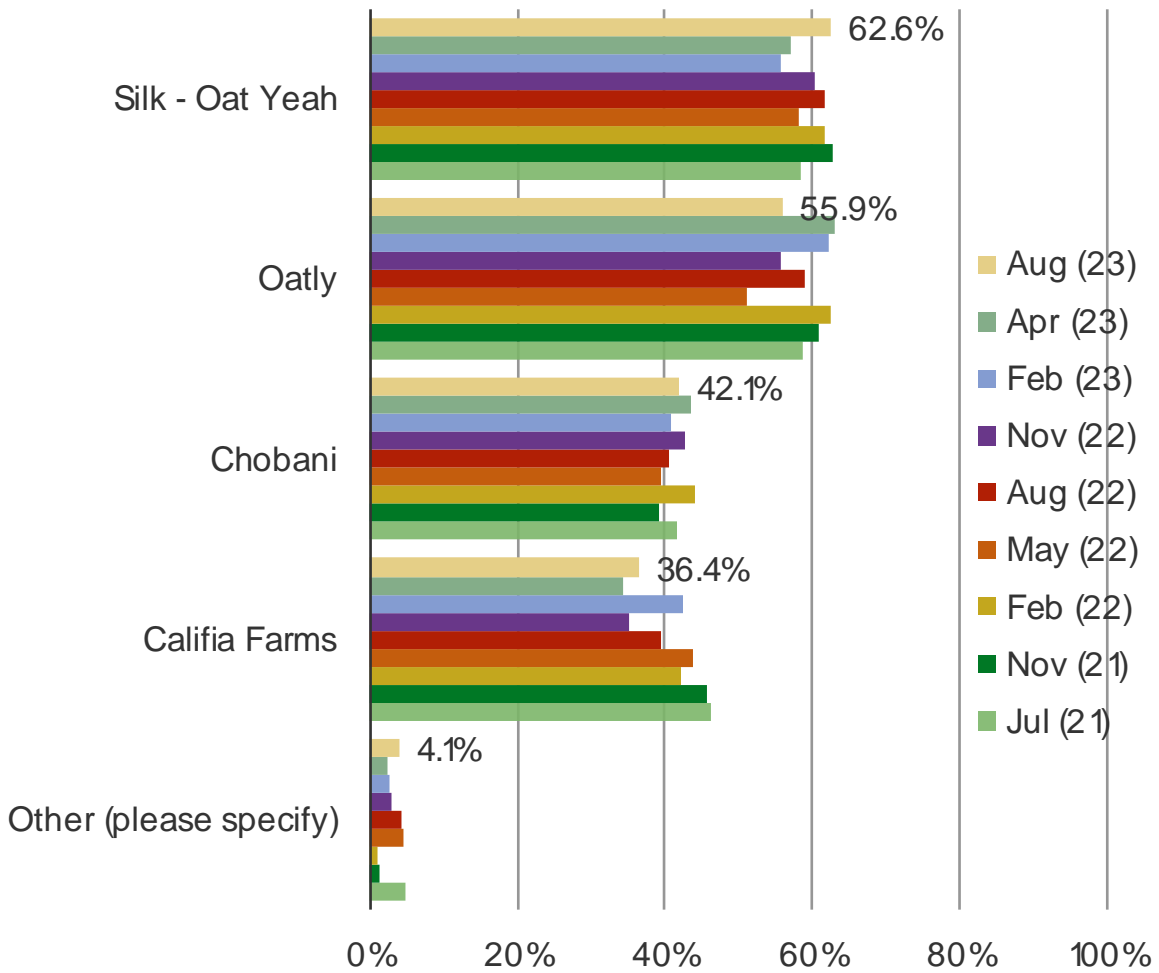
WHICH OAT MILK BRAND DO YOU CONSUME MOST REGULARLY?

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



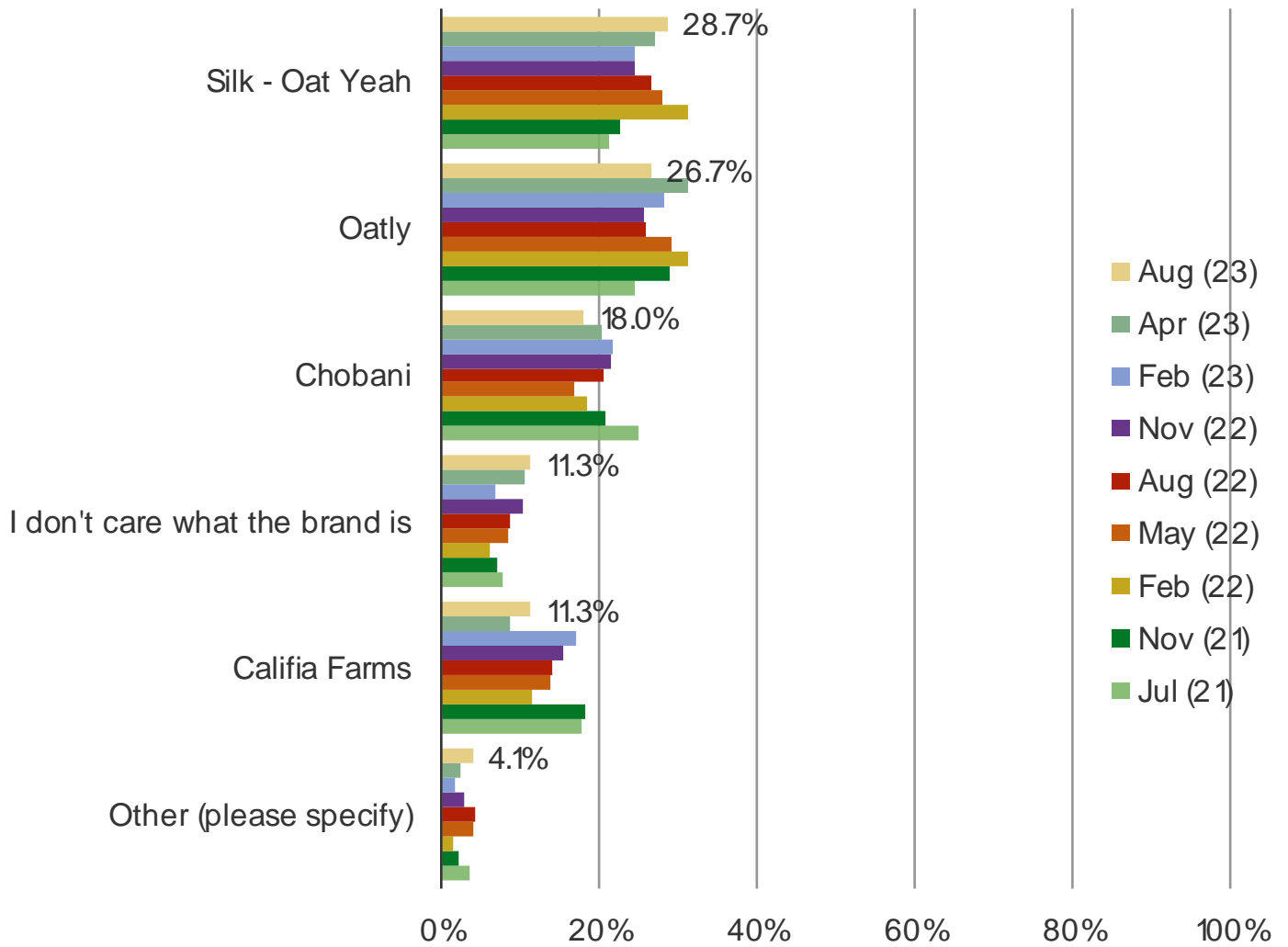
WHICH OF THE FOLLOWING OAT MILK BRANDS HAVE YOU EVER HAD? (SELECT ALL THAT APPLY)

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



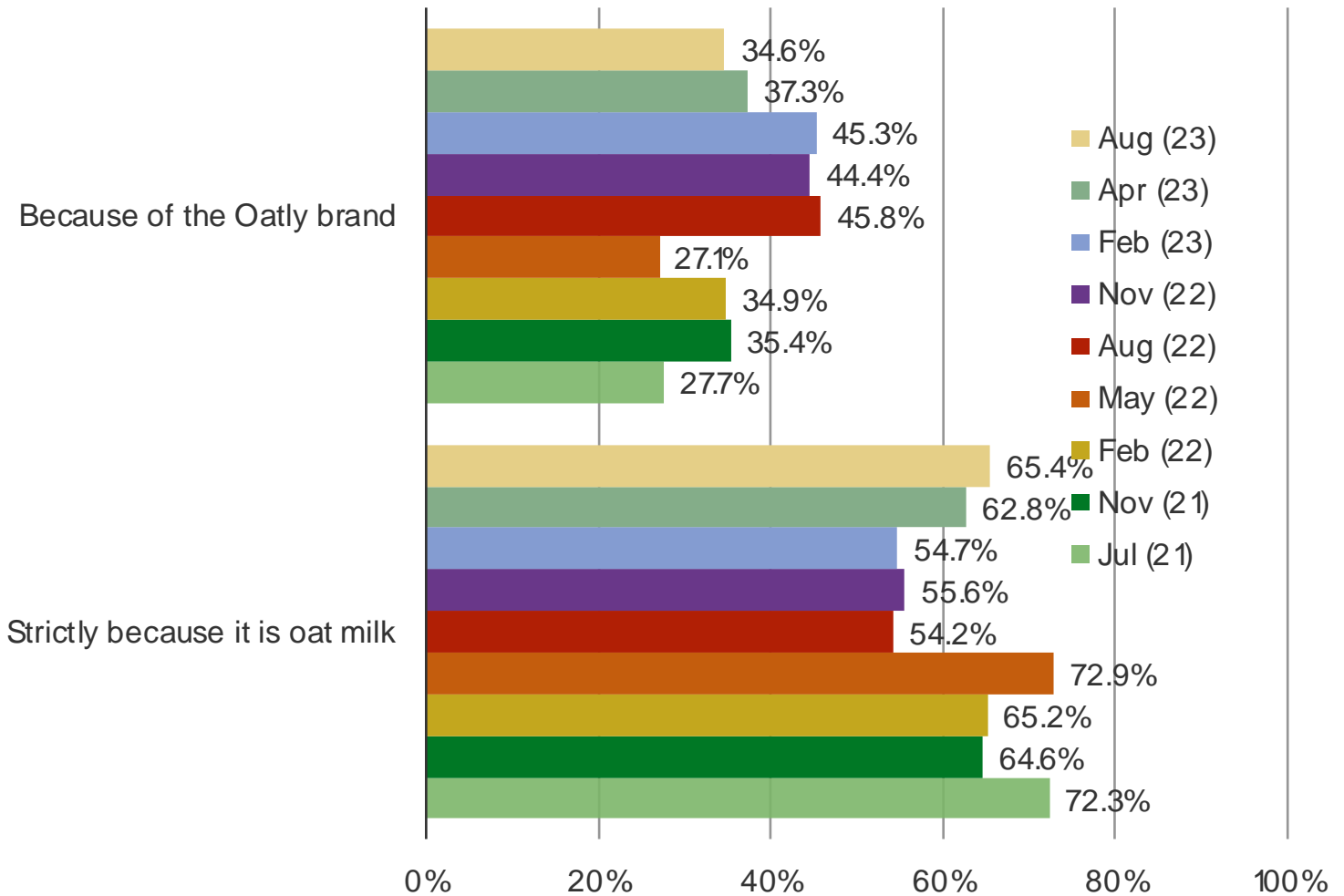
WHAT IS YOUR PREFERRED OAT MILK BRAND?

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



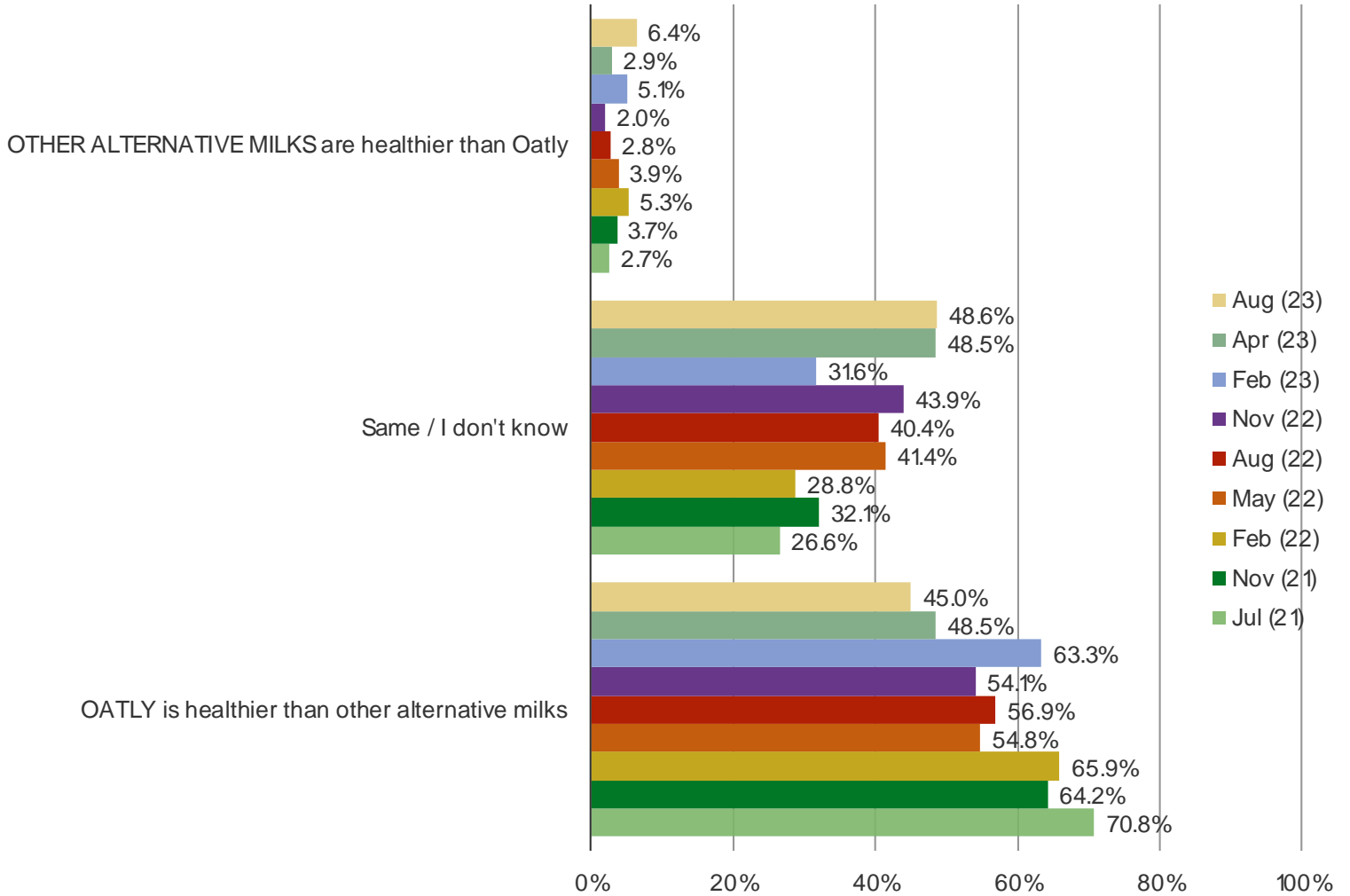
WHICH OF THE FOLLOWING BETTER DESCRIBES WHY YOU CHOOSE OATLY?

Posed to oat milk drinkers whose brand preference is Oatly (N = 52)



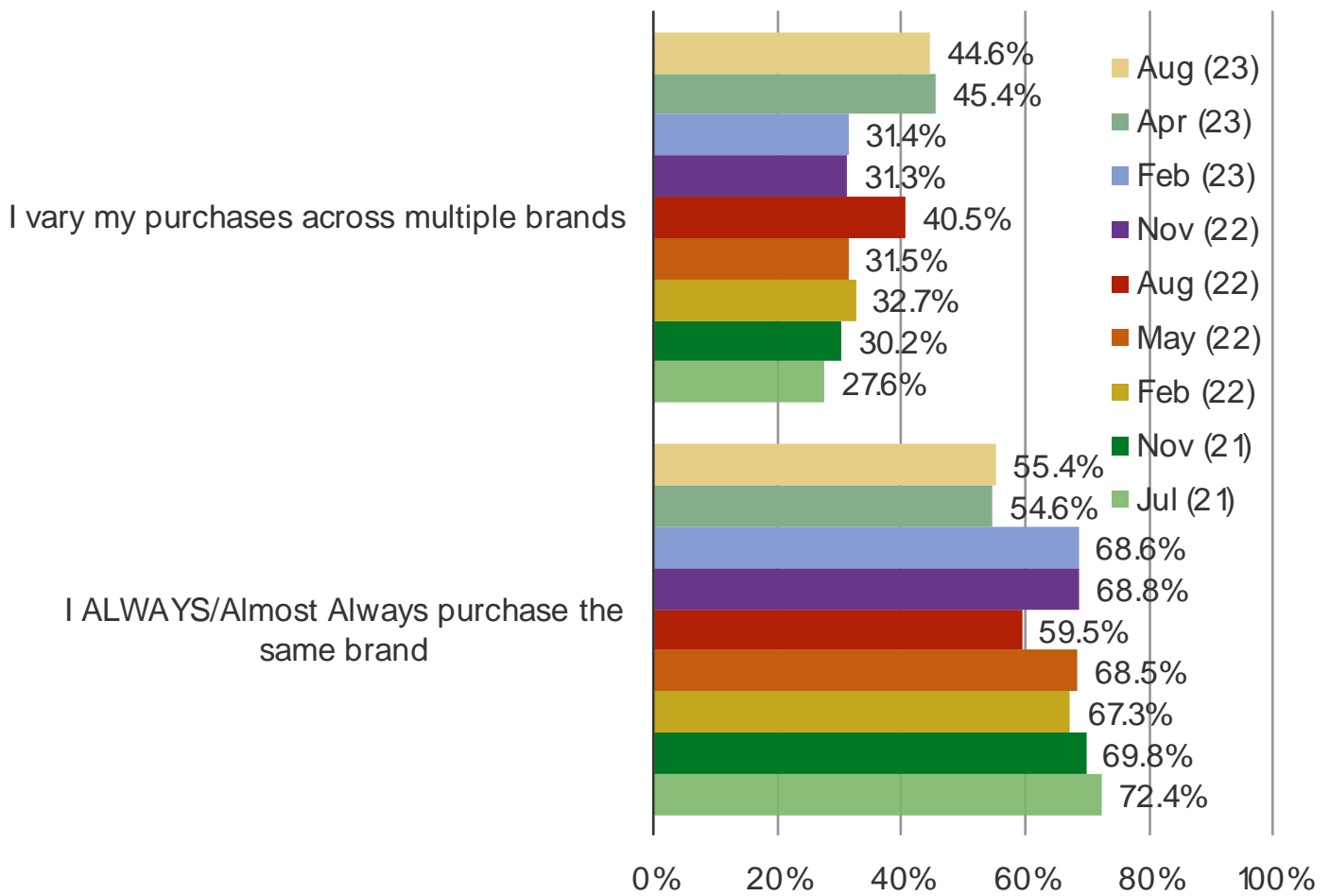
IN YOUR OPINION, HOW DOES OATLY COMPARE TO OTHER ALTERNATIVE MILKS WHEN IT COMES TO HOW HEALTHY IT IS?

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



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

Posed to respondents who regularly or occasionally drink oat milk (N = 195).



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 = 87).

