

Bespoke Survey Research

November 2023

Milk Alternatives

Volume 10 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: OTLY.

KPIs and Key questions

1. The share of consumers who drink milk alternatives has declined over time. Almond Milk and Oat Milk have generally stayed consistent across waves, but we have seen declines from the likes of Coconut Milk, Soy Milk, Cashew Milk, Rice Milk, Flax Milk, Hemp Milk, and A2 Milk.
2. Of all the milk alternatives that we test, consumers think Almond Milk is the healthiest and that it tastes best (this sentiment has grown over time). Oat milk has consistently ranked second.
3. Oatly is the most recognized and preferred oat milk brand in our survey, but oat milk drinkers have grown less likely to gravitate toward a specific brand when they want oat milk.

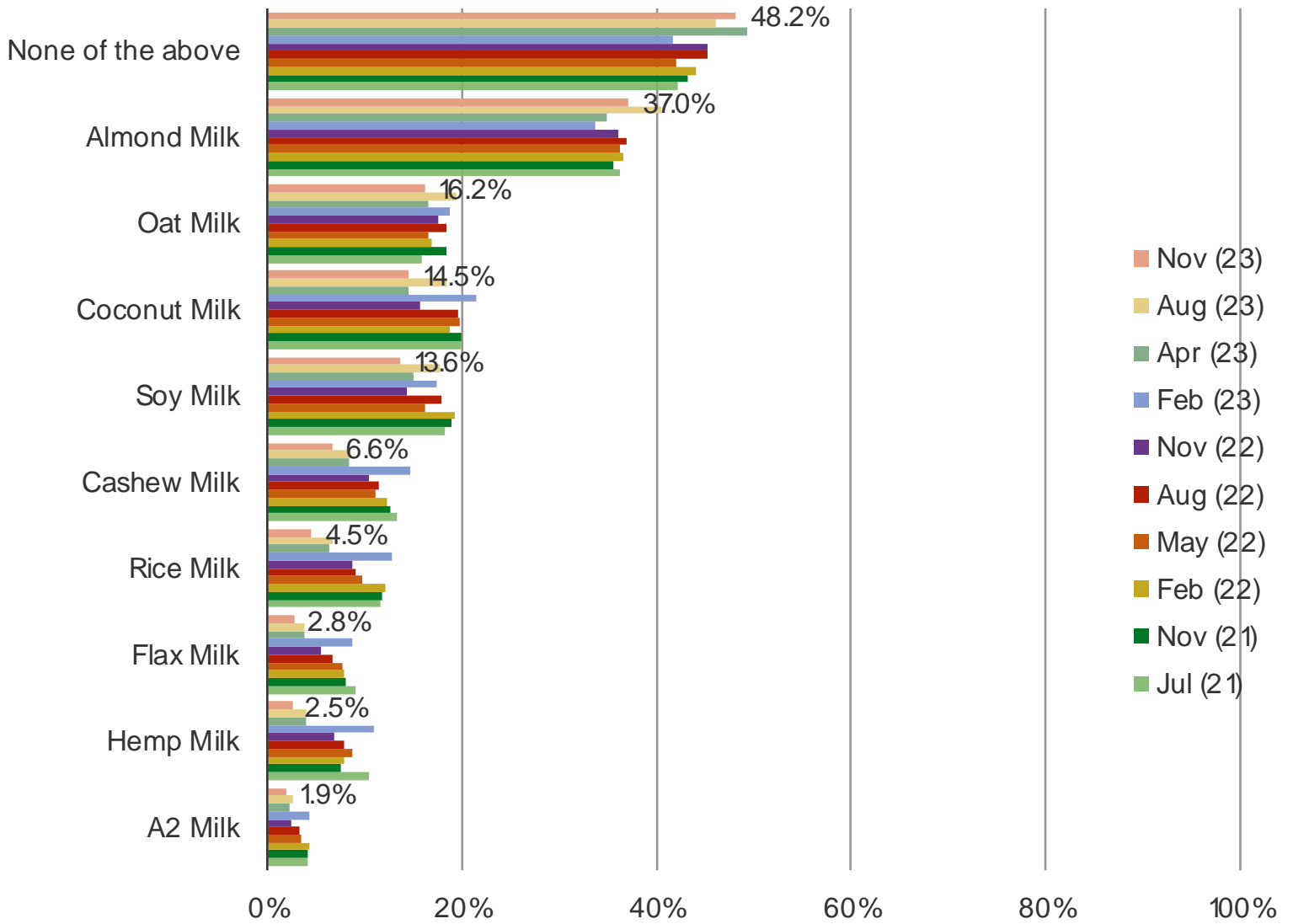
Noteworthy Stats:

- 16.2%** Of respondents note that they regularly or occasionally consume oat milk.
- 14.3%** Of respondents think oat milk is the most healthy.
- 73.2%** Of respondents who use milk alternatives regularly or occasionally usually drink the same type of alternative milk.
- 62.4%** Of respondents who use milk alternatives regularly or occasionally and drink oat milk drink Oatly.
- 32.1%** Of respondents who use milk alternatives regularly or occasionally and drink oat milk say that Oatly is their preferred oat milk brand.

MILK ALTERNATIVES

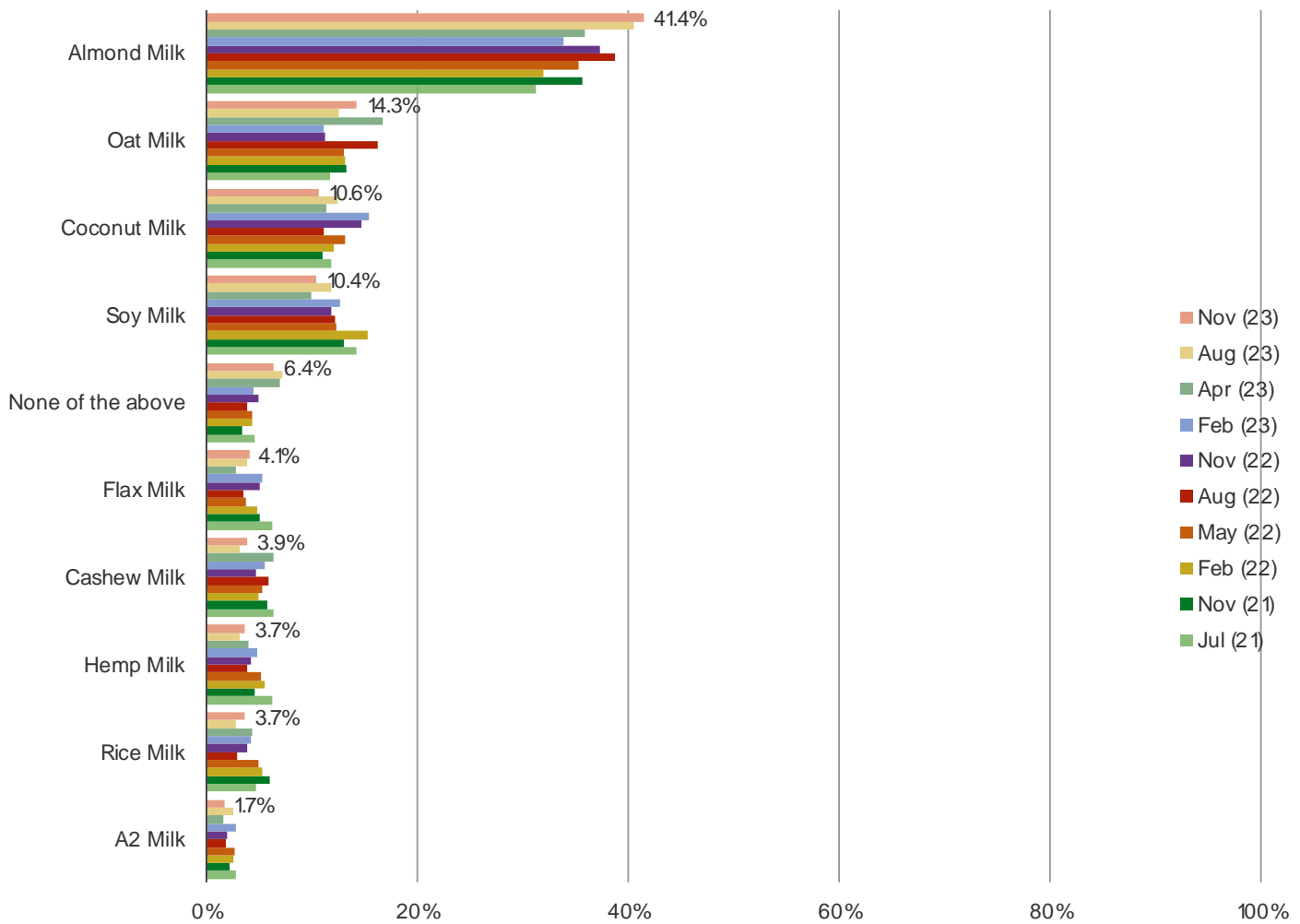
DO YOU REGULARLY OR OCCASIONALLY USE ANY OF THE FOLLOWING MILK ALTERNATIVES? SELECT ALL THAT APPLY

Posed to all respondents



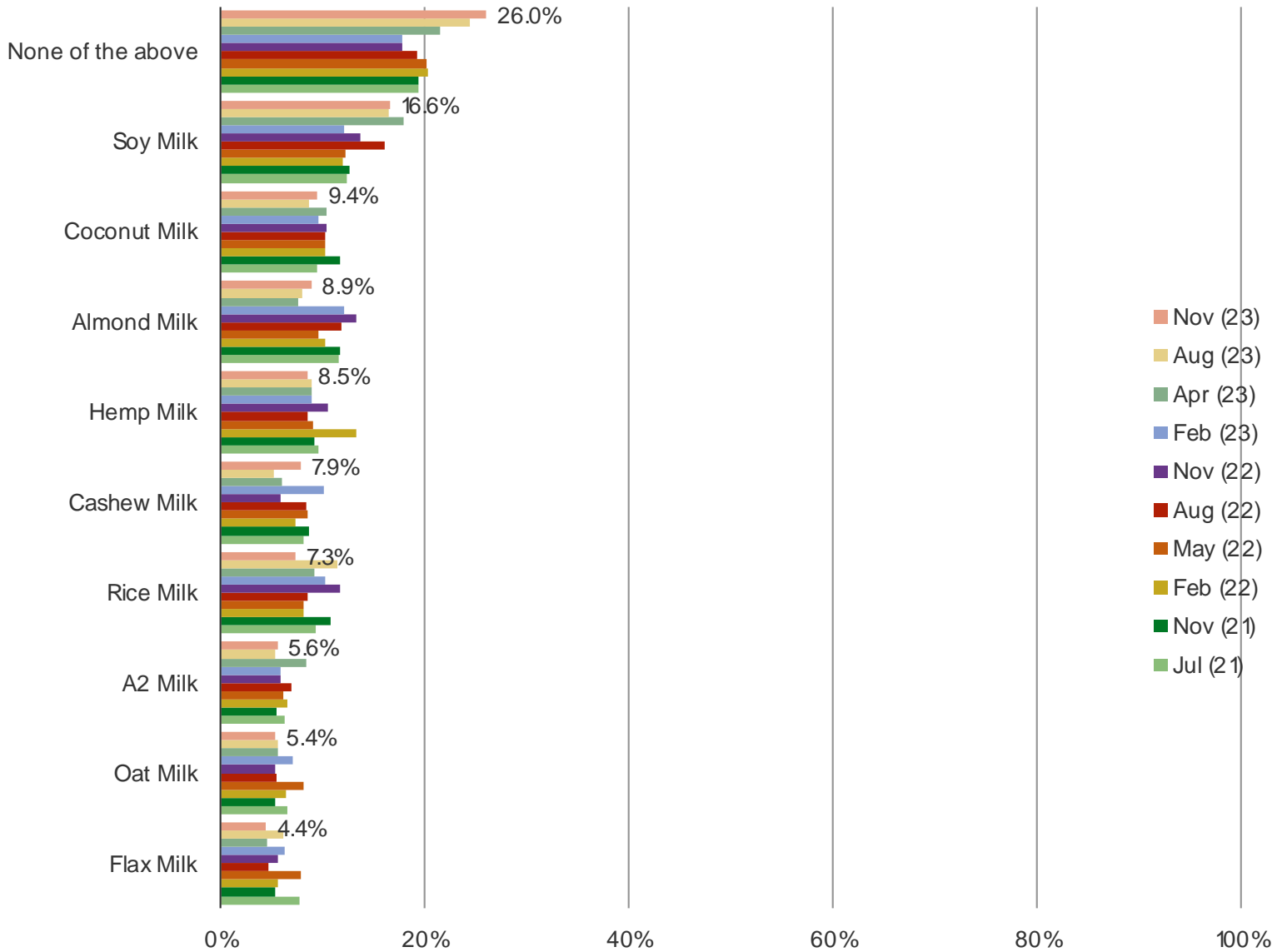
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE HEALTHIEST?

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



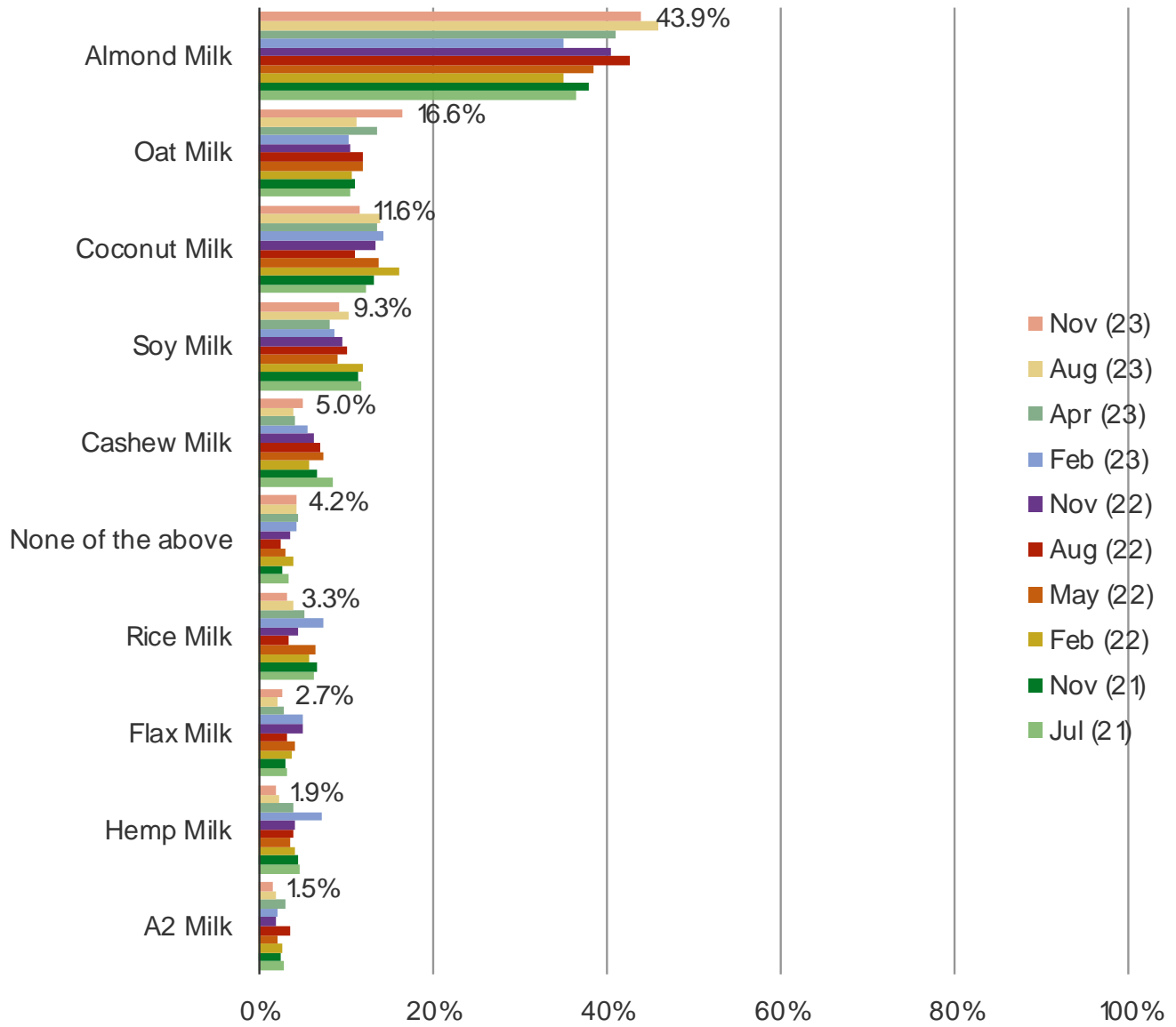
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE LEAST HEALTHY?

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



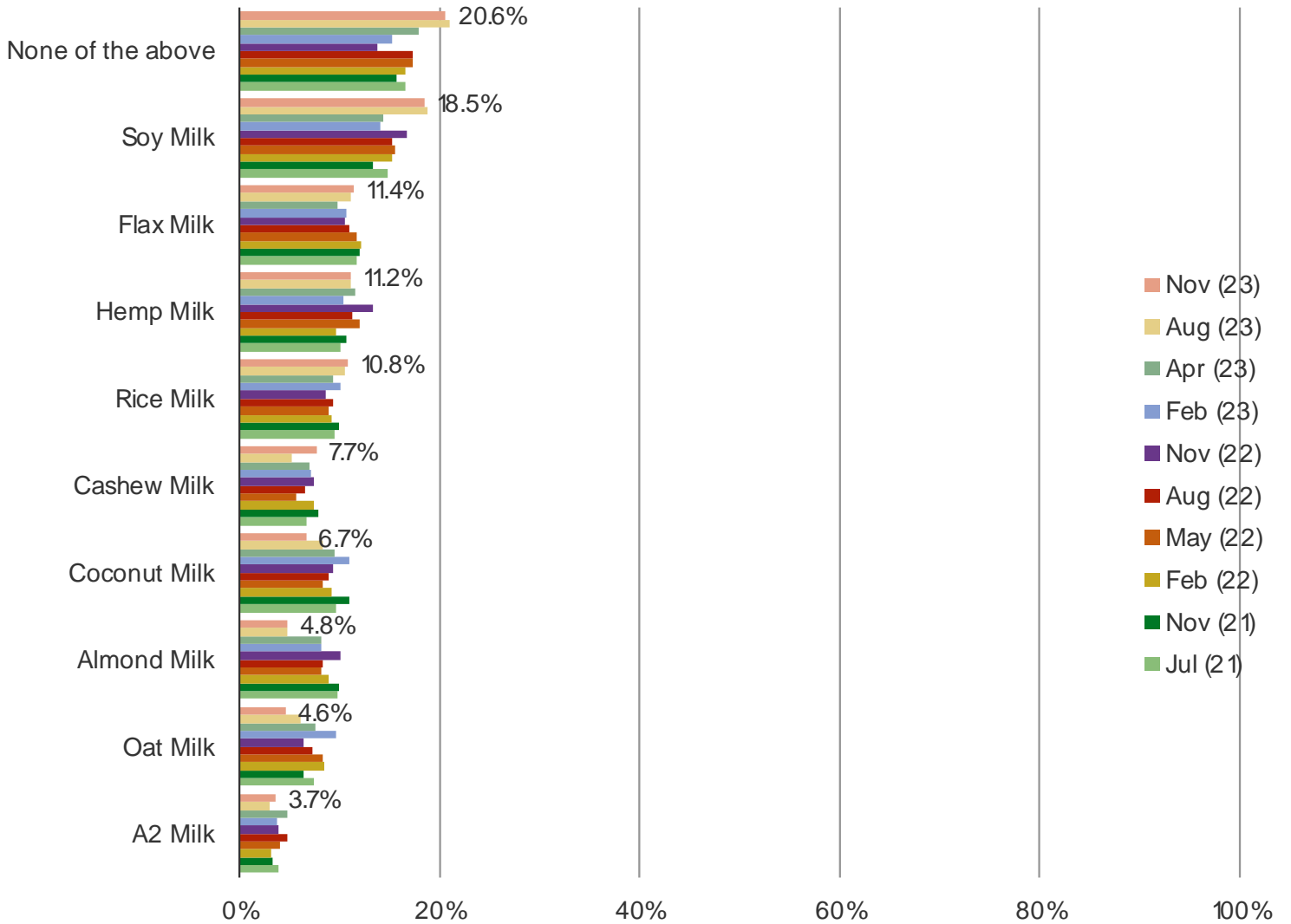
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE TASTES THE BEST?

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



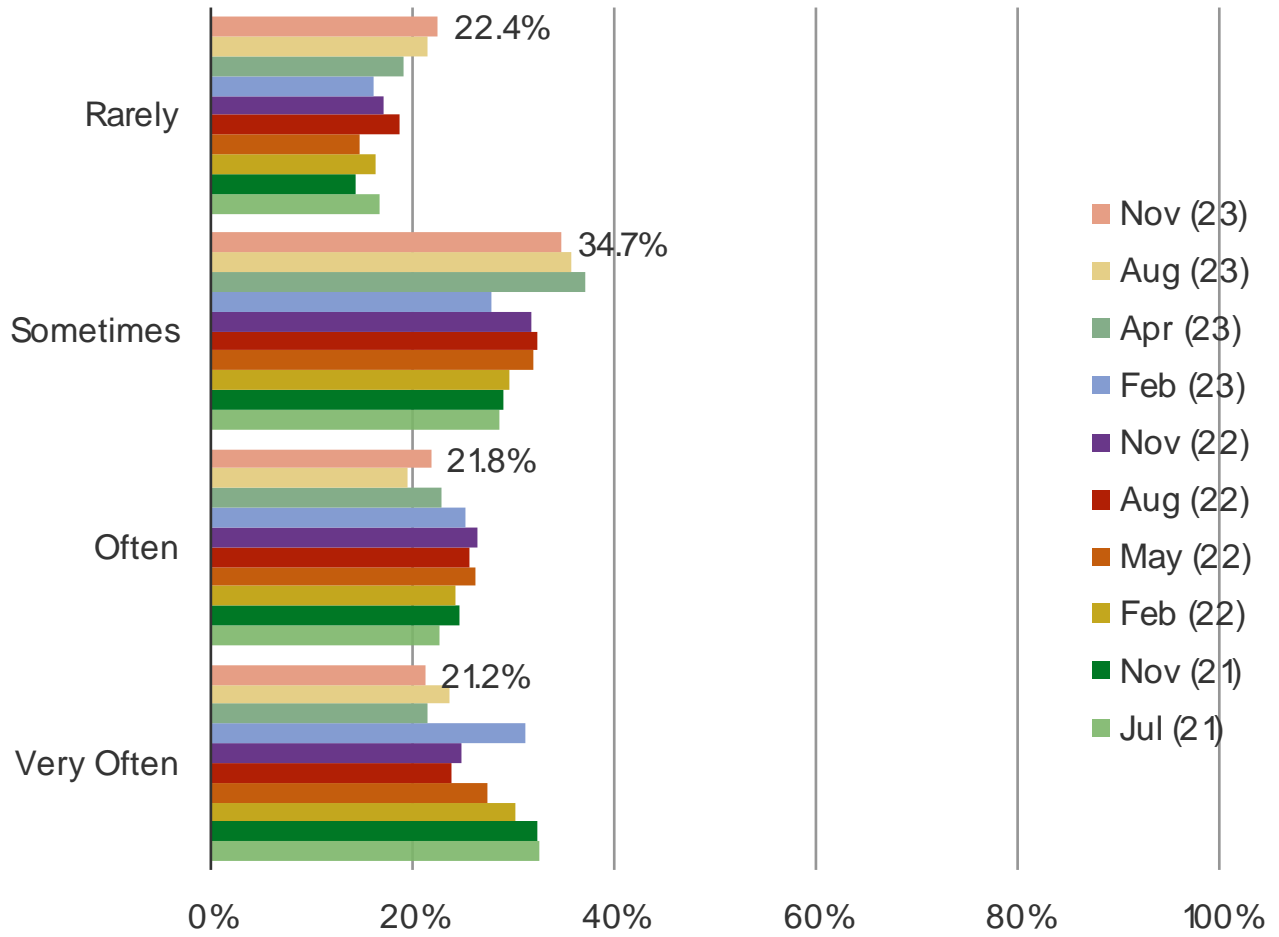
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL TASTES THE WORST?

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



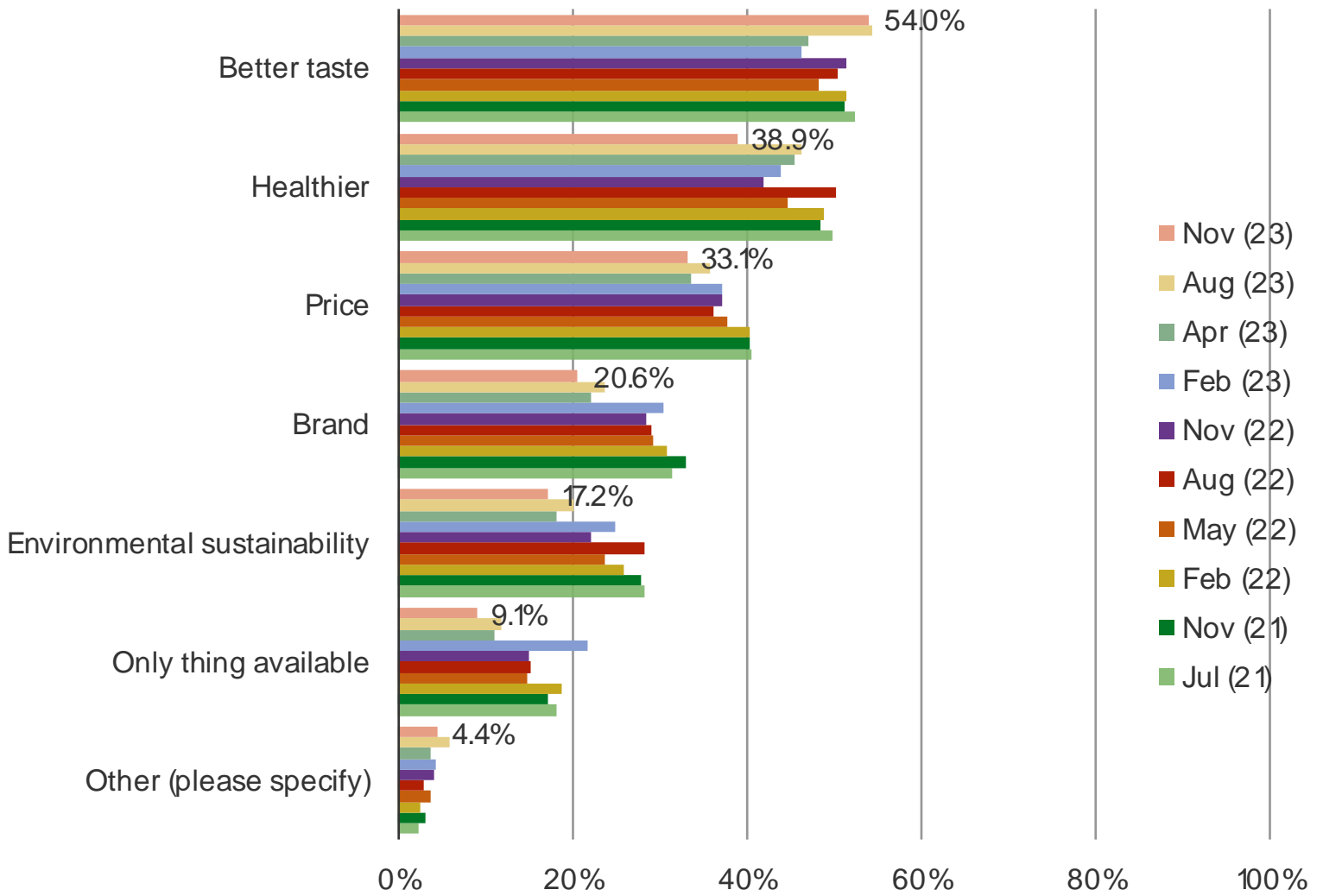
HOW OFTEN DO YOU DRINK NON-DAIRY ALTERNATIVE MILK?

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



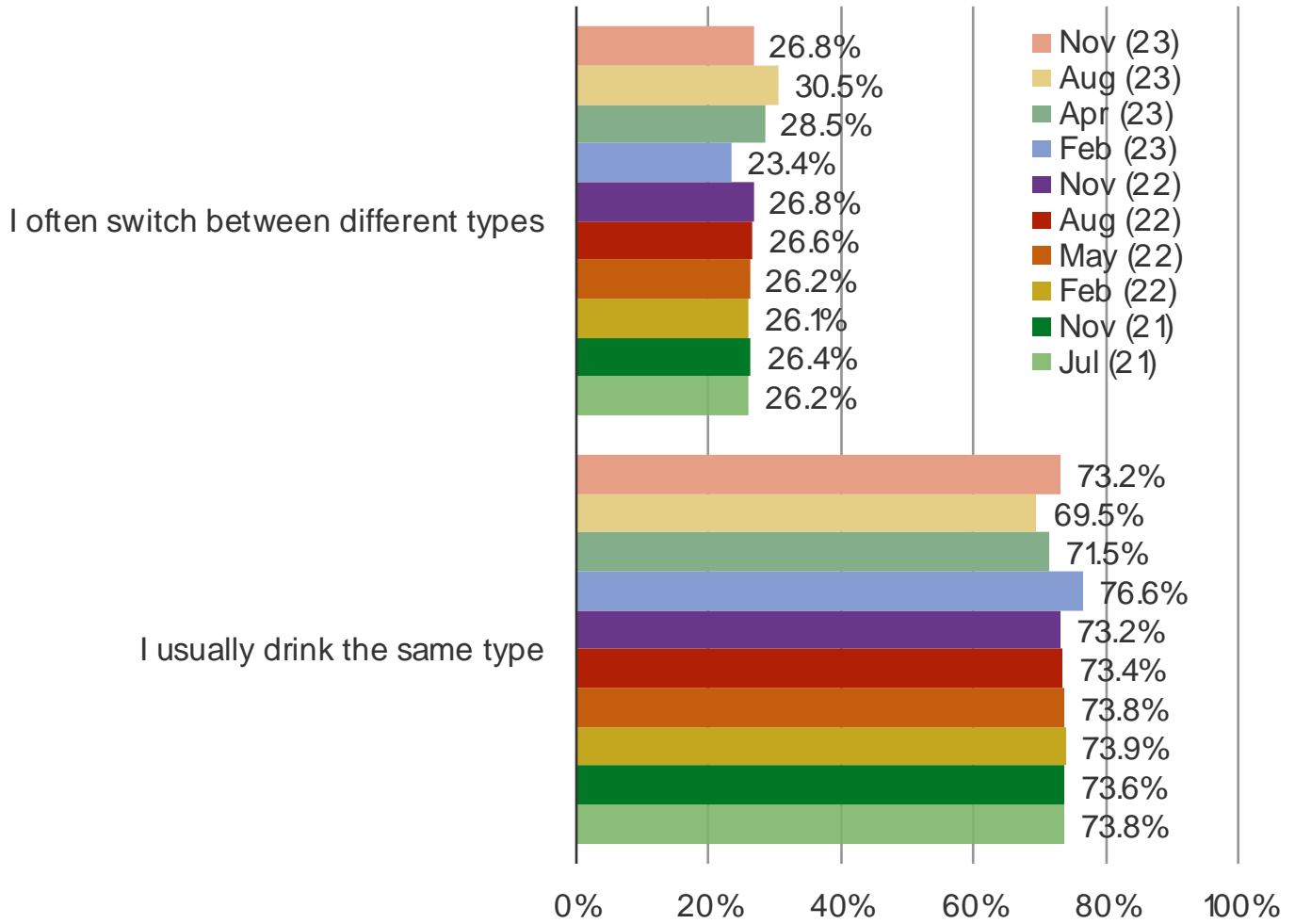
THINKING OF THE DIFFERENT TYPES OF ALTERNATIVE MILKS AVAILABLE (ALMOND, OAT, SOY, RICE, COCONUT, A2, ETC), WHAT MAKES YOU CHOOSE TO CONSUME ONE OVER THE OTHERS? SELECT ALL THAT APPLY

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 am curious to taste different flavors of milk and experience something unique

For the taste

Variety

Cause I want to try it

Just to switch tastes

To try new things

Because of the difference in price, quality and taste

Because different occasion and time and place

Price

Different needs for consumption

Taste

To try new things

Save on price

Cost

To have a taste of them

I'd like to switch things up

To try new things

For variety

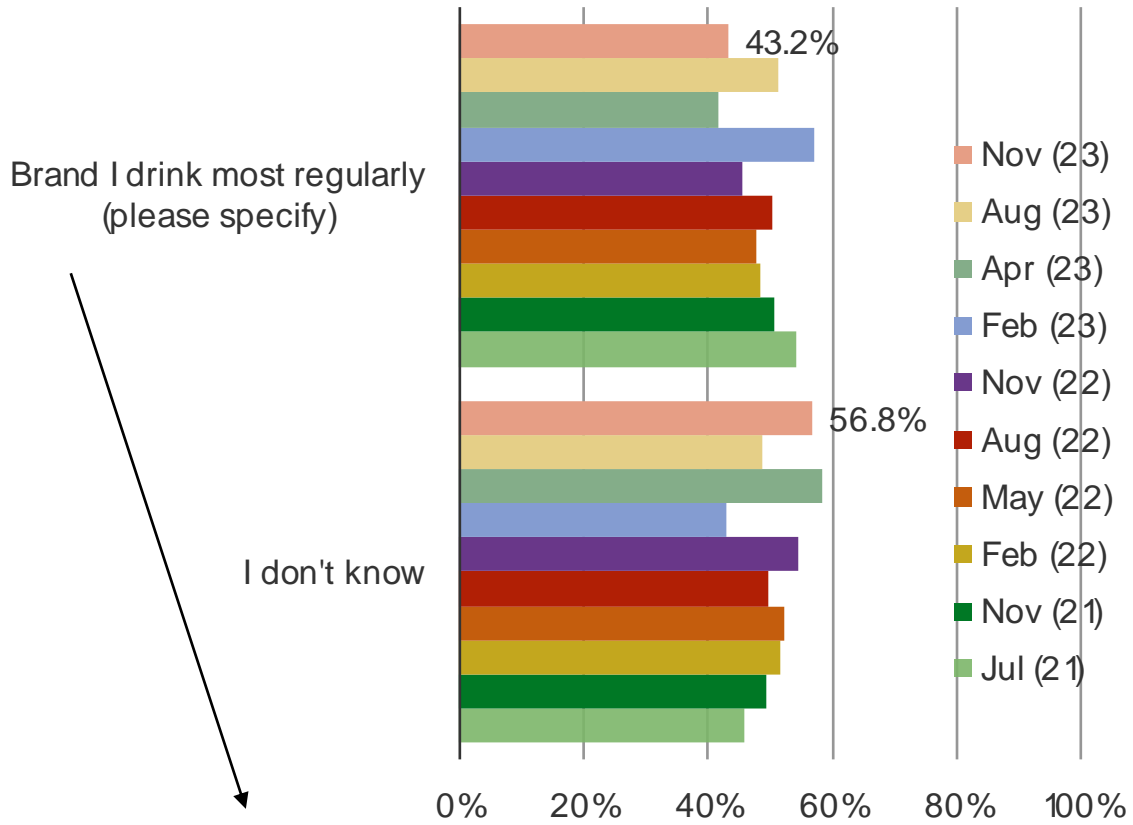
Less calories

Making different drinks

OAT MILK

WHICH OAT MILK BRAND DO YOU CONSUME MOST REGULARLY?

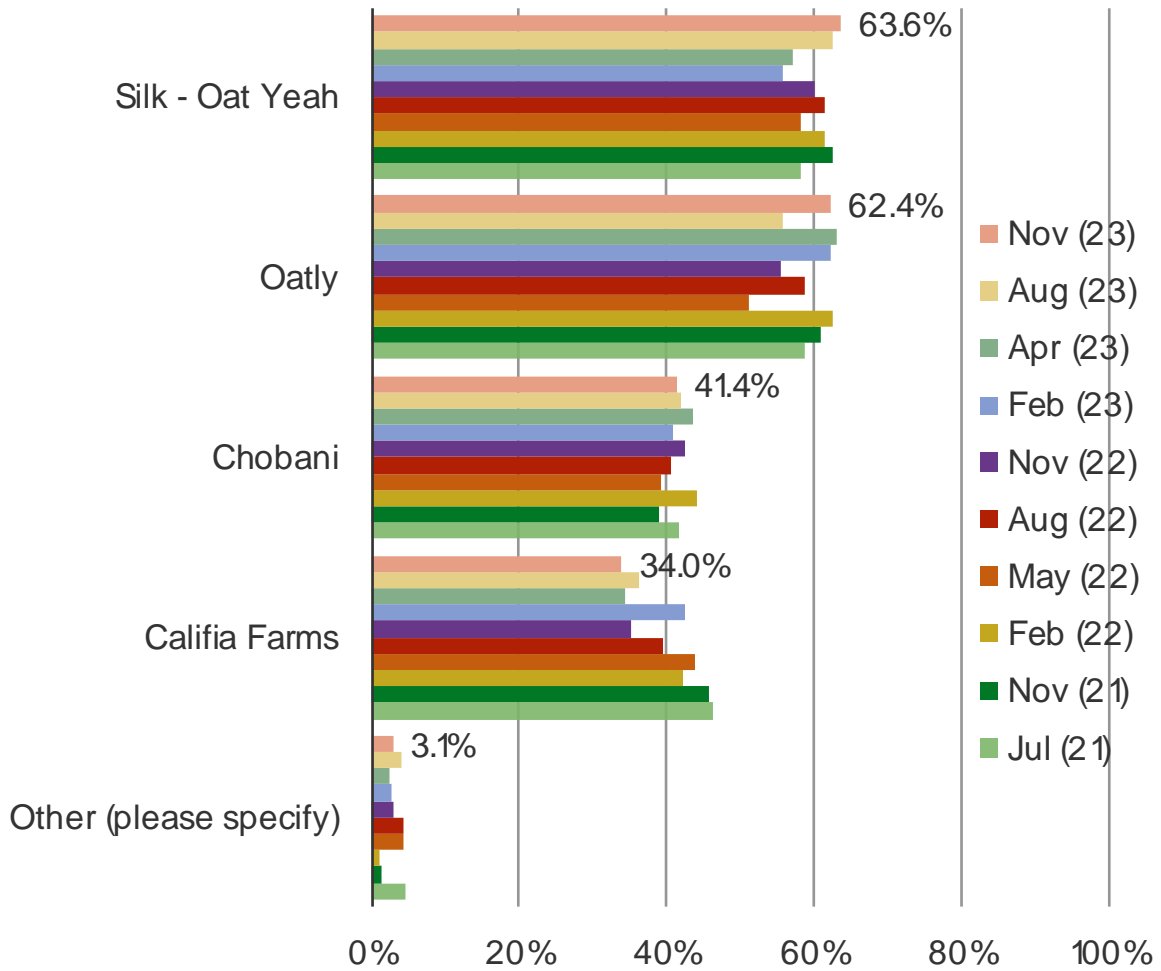
Posed to all respondents who use oat milk alternatives regularly or occasionally.



OATLY

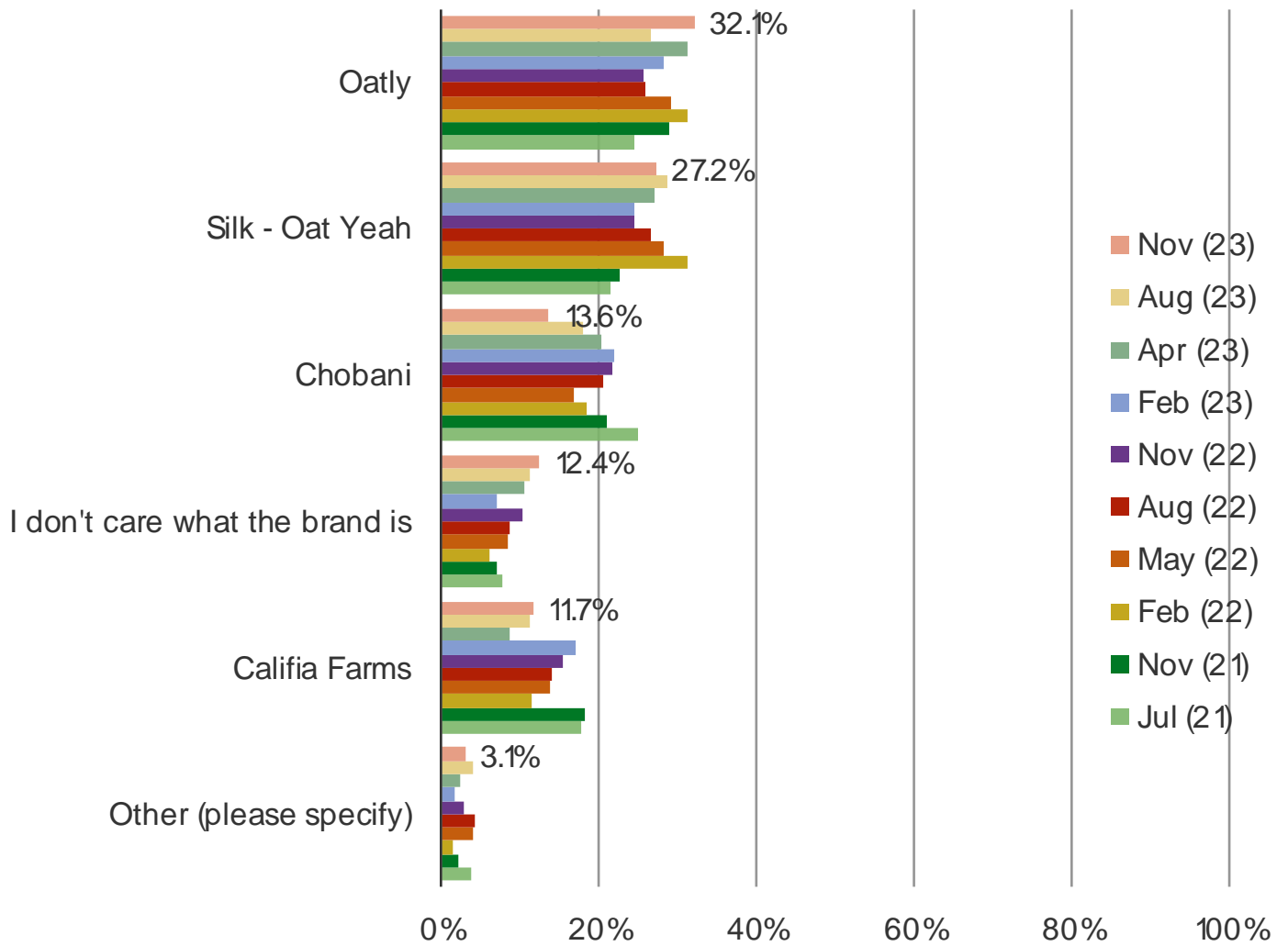
WHICH OF THE FOLLOWING OAT MILK BRANDS HAVE YOU EVER HAD? (SELECT ALL THAT APPLY)

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



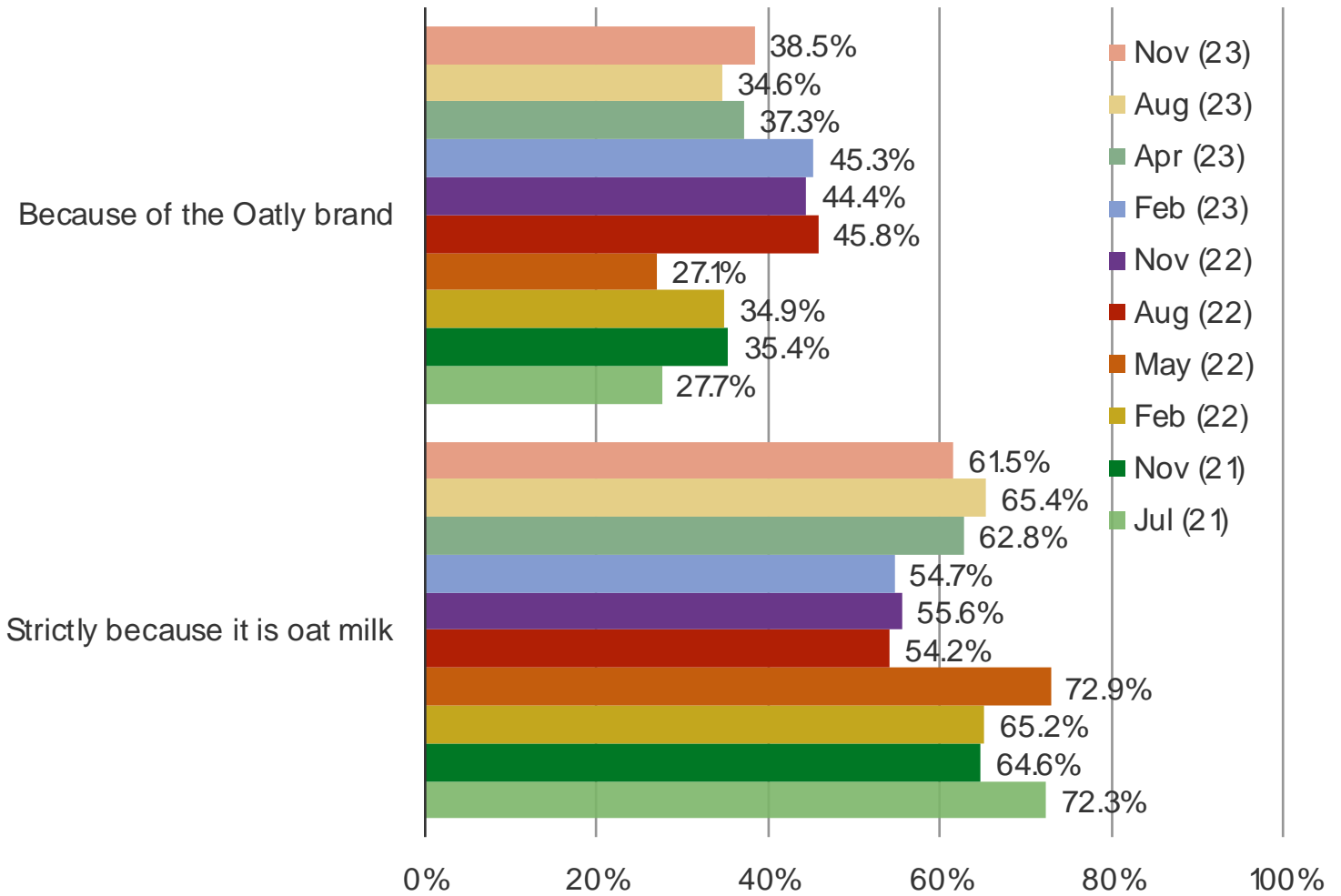
WHAT IS YOUR PREFERRED OAT MILK BRAND?

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



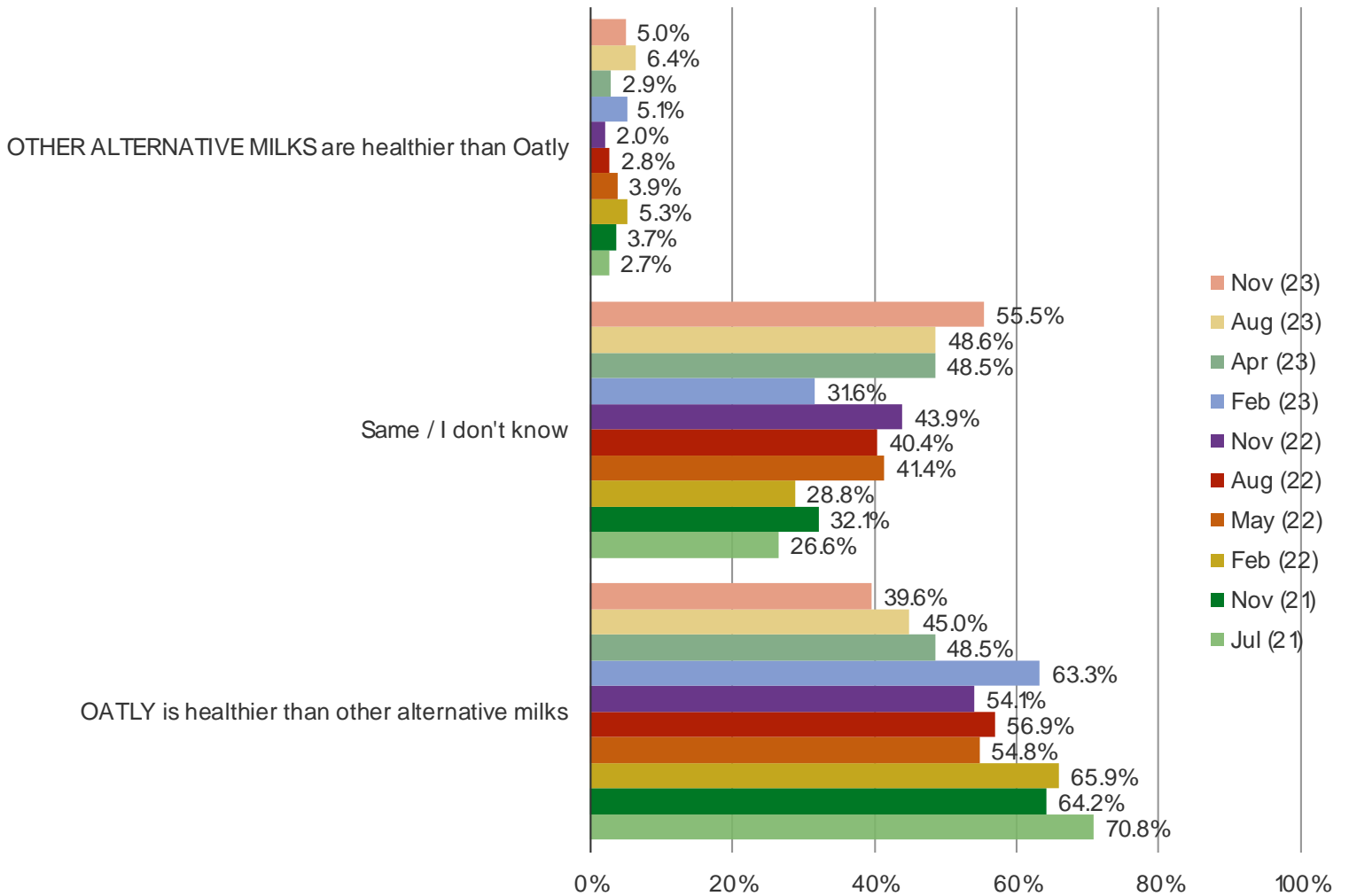
WHICH OF THE FOLLOWING BETTER DESCRIBES WHY YOU CHOOSE OATLY?

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



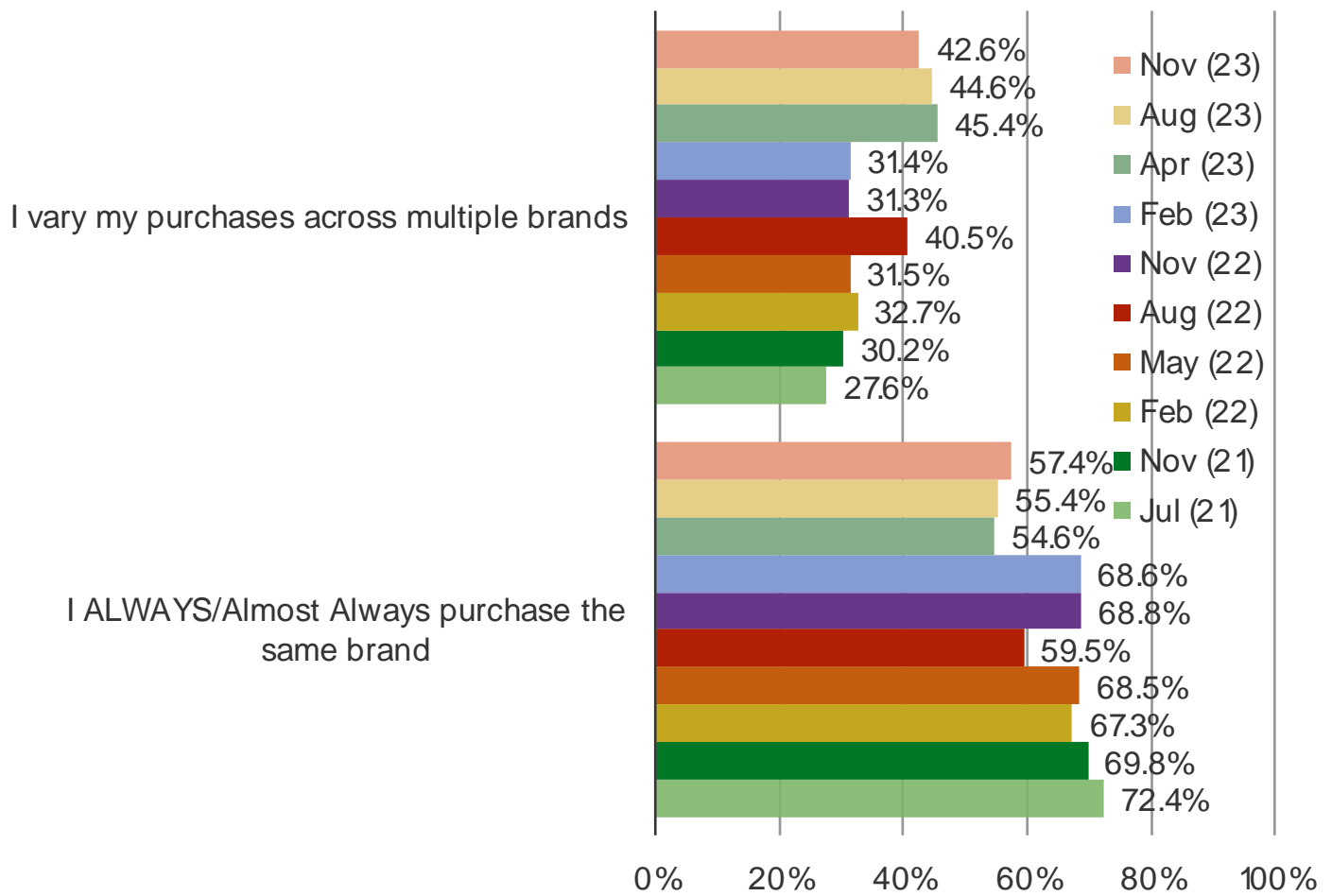
IN YOUR OPINION, HOW DOES OATLY COMPARE TO OTHER ALTERNATIVE MILKS WHEN IT COMES TO HOW HEALTHY IT IS?

Posed to oat milk drinkers whose brand preference is Oatly (N = 101)



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

Posed to respondents who regularly or occasionally drink oat milk (N = 162).



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 = 69).

