

Bespoke Survey Research

February 2024

Milk Alternatives

Volume 11 | Quarterly Survey
1,250 US Consumers Balanced To Census
Tickers Covered: OTLY.

Key Takeaways:

- ❑ The share of consumers who drink milk alternatives continues to decline with each wave we run.
- ❑ Consumers continue to believe that almond milk is the healthiest, while oat milk is in second place.
- ❑ Oatly trails Silk when it comes to consumers' preferred oat milk brand.
- ❑ The share of oat milk drinkers who call Oatly their preferred oat milk brand has declined over time.
- ❑ In recent quarters, the share of oat milk drinkers who said they choose different brands has increased. Price is increasingly being flagged as the top reason why these respondents vary brands.

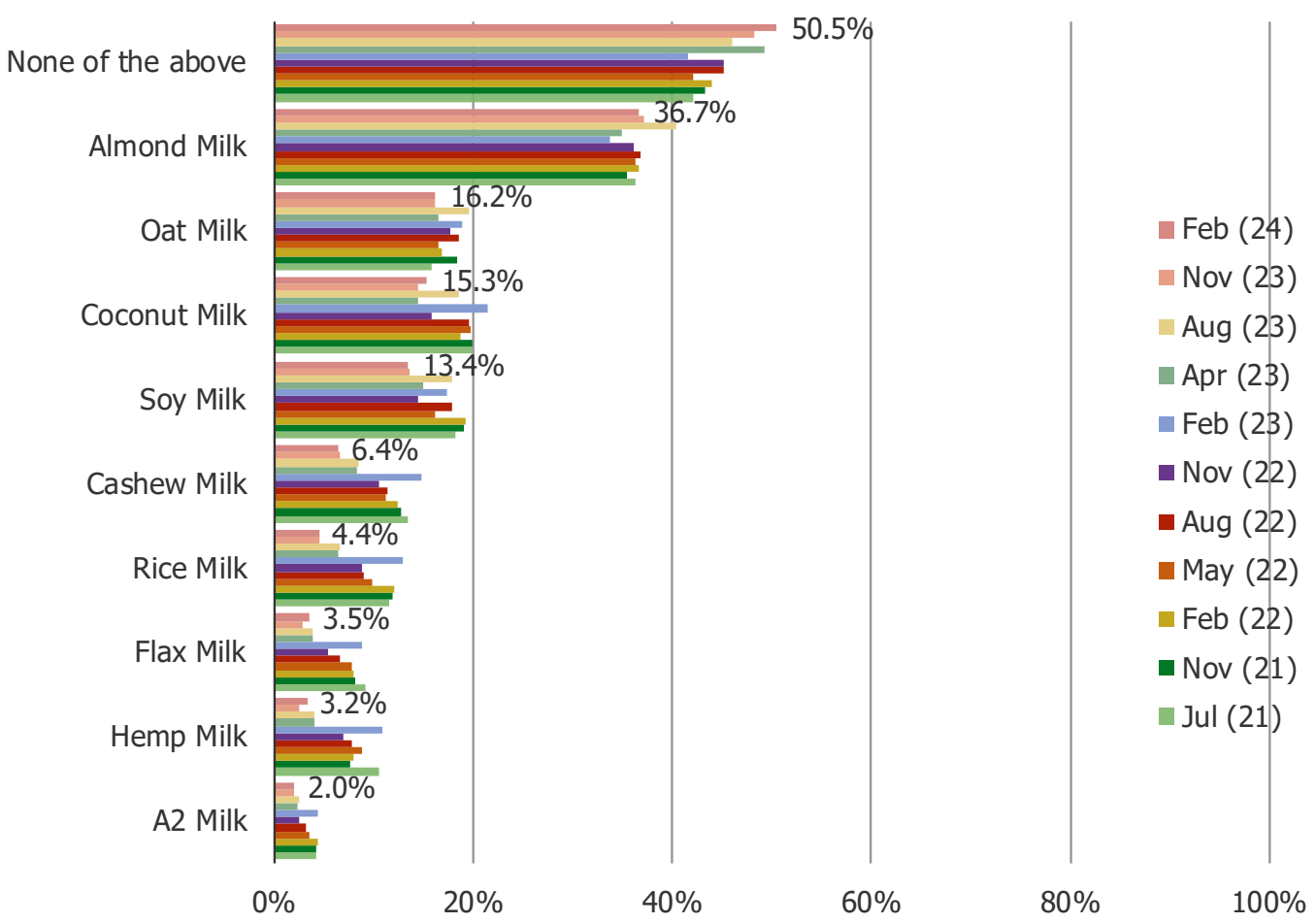
Noteworthy Stats:

- 16.2%** Of respondents note that they regularly or occasionally consume oat milk.
- 14.1%** Of respondents think oat milk is the most healthy.
- 75.8%** Of respondents who use milk alternatives regularly or occasionally usually drink the same type of alternative milk.
- 48.8%** Of respondents who use milk alternatives regularly or occasionally and drink oat milk drink Oatly.
- 23.5%** Of respondents who use milk alternatives regularly or occasionally and drink oat milk say that Oatly is their preferred oat milk brand.

MILK ALTERNATIVES

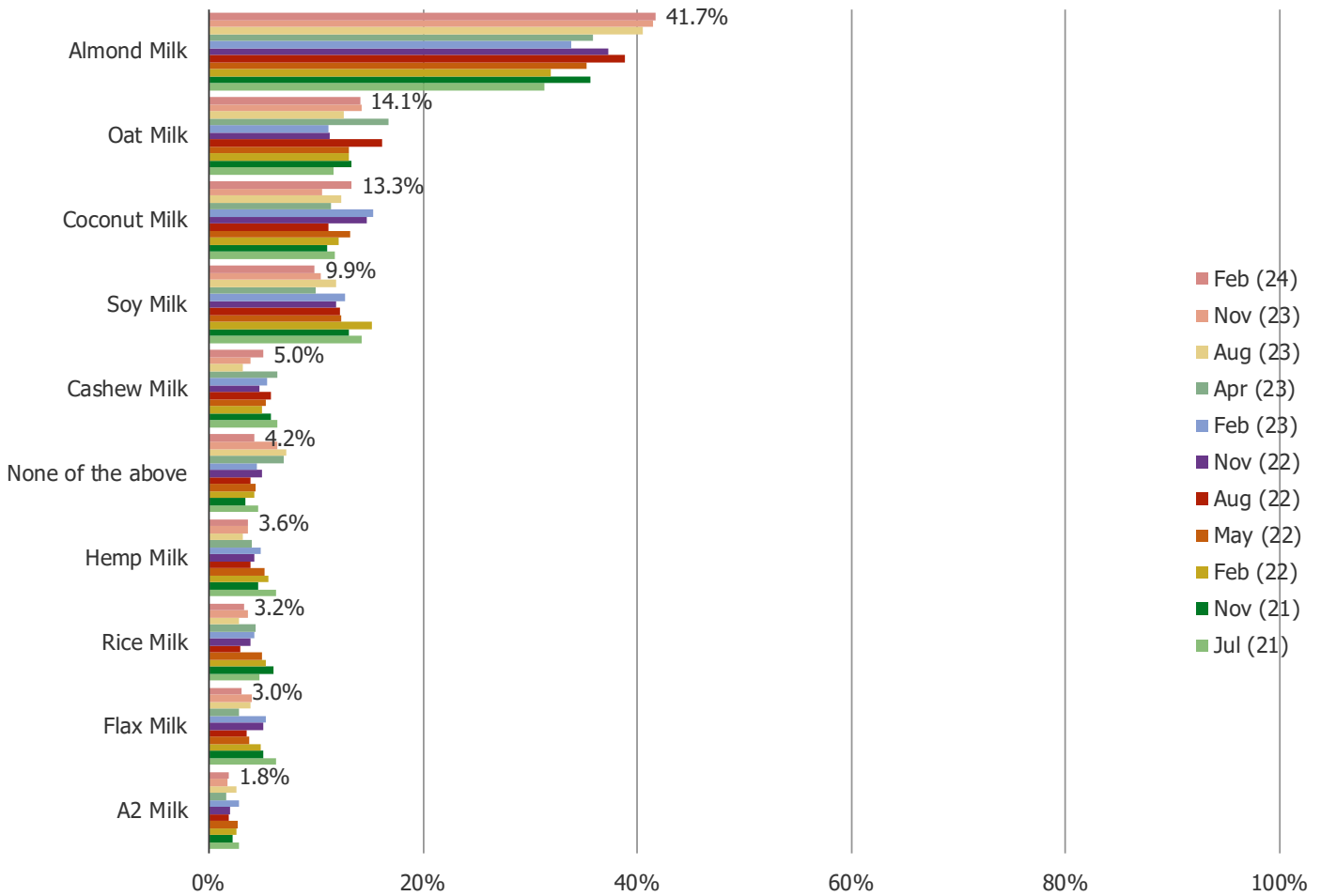
DO YOU REGULARLY OR OCCASIONALLY USE ANY OF THE FOLLOWING MILK ALTERNATIVES? SELECT ALL THAT APPLY

Posed to all respondents



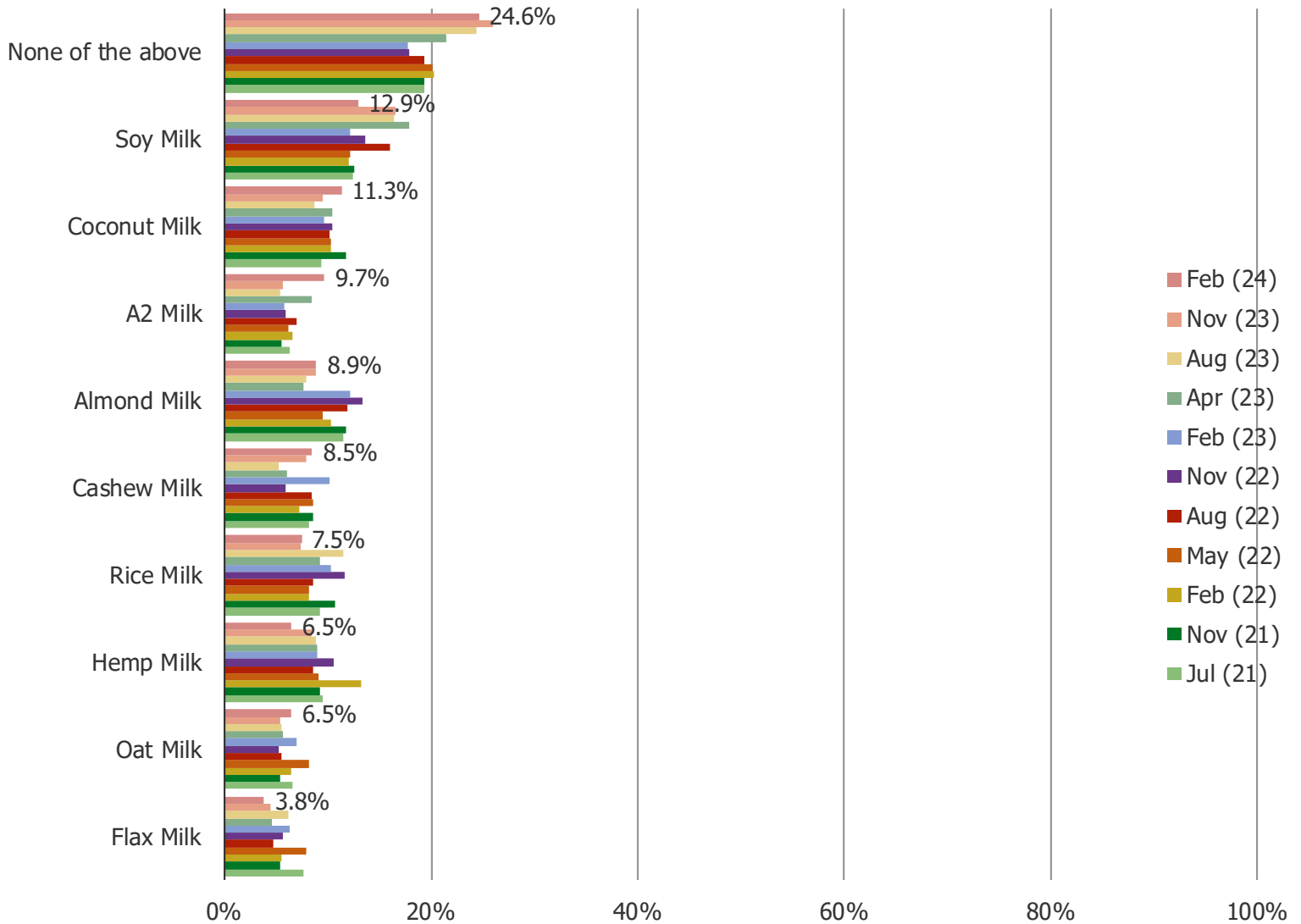
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE HEALTHIEST?

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



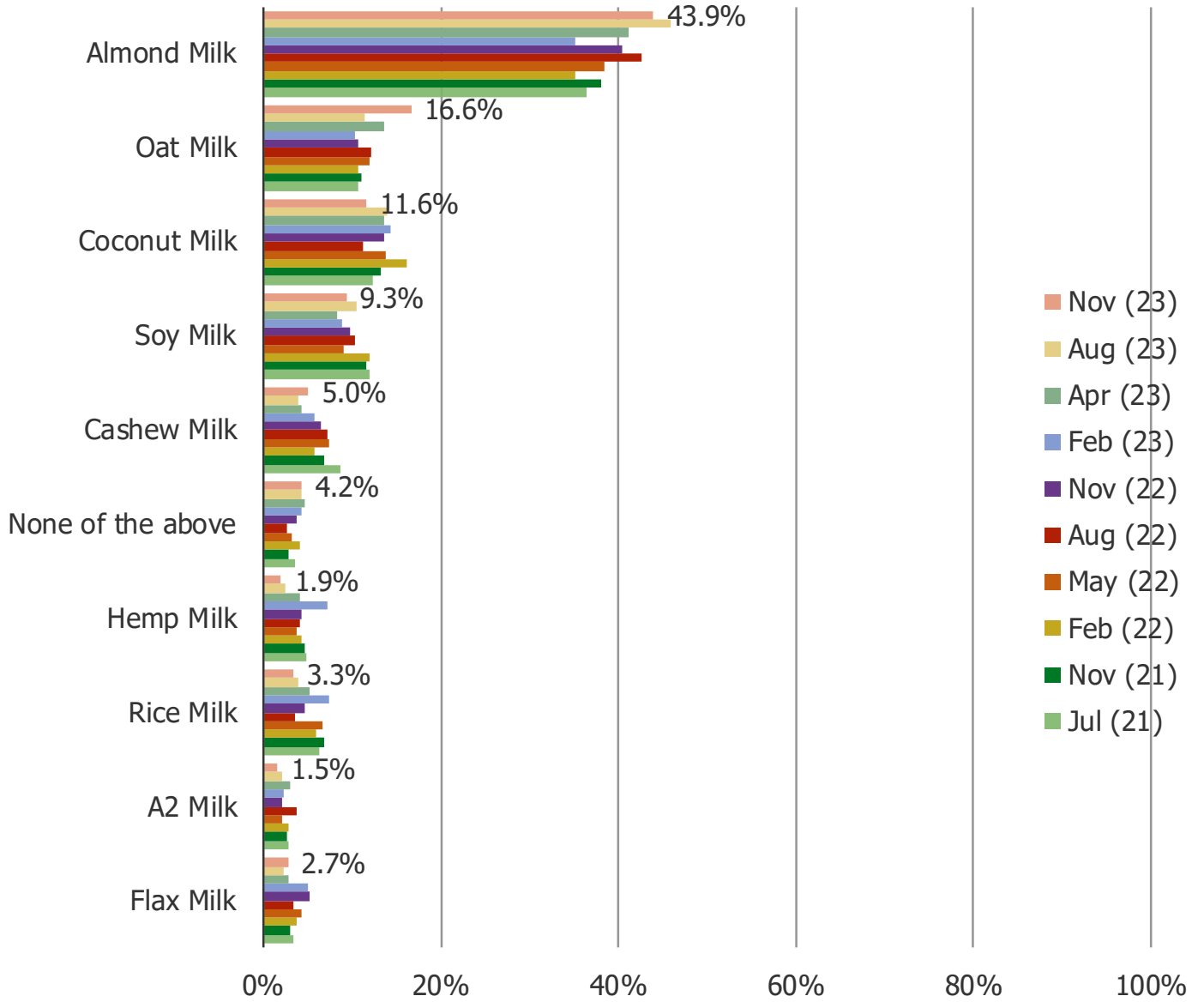
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE LEAST HEALTHY?

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



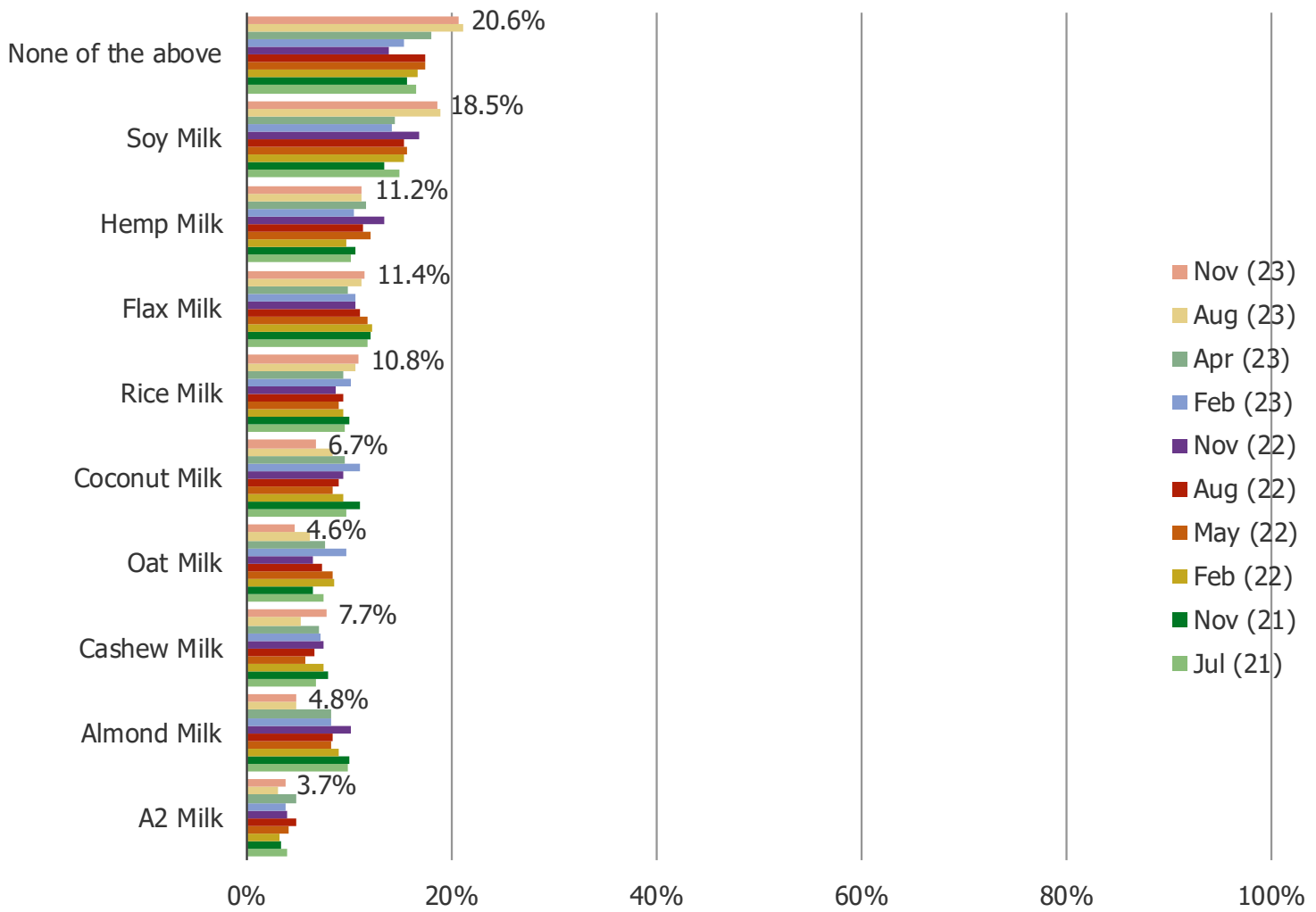
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE TASTES THE BEST?

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



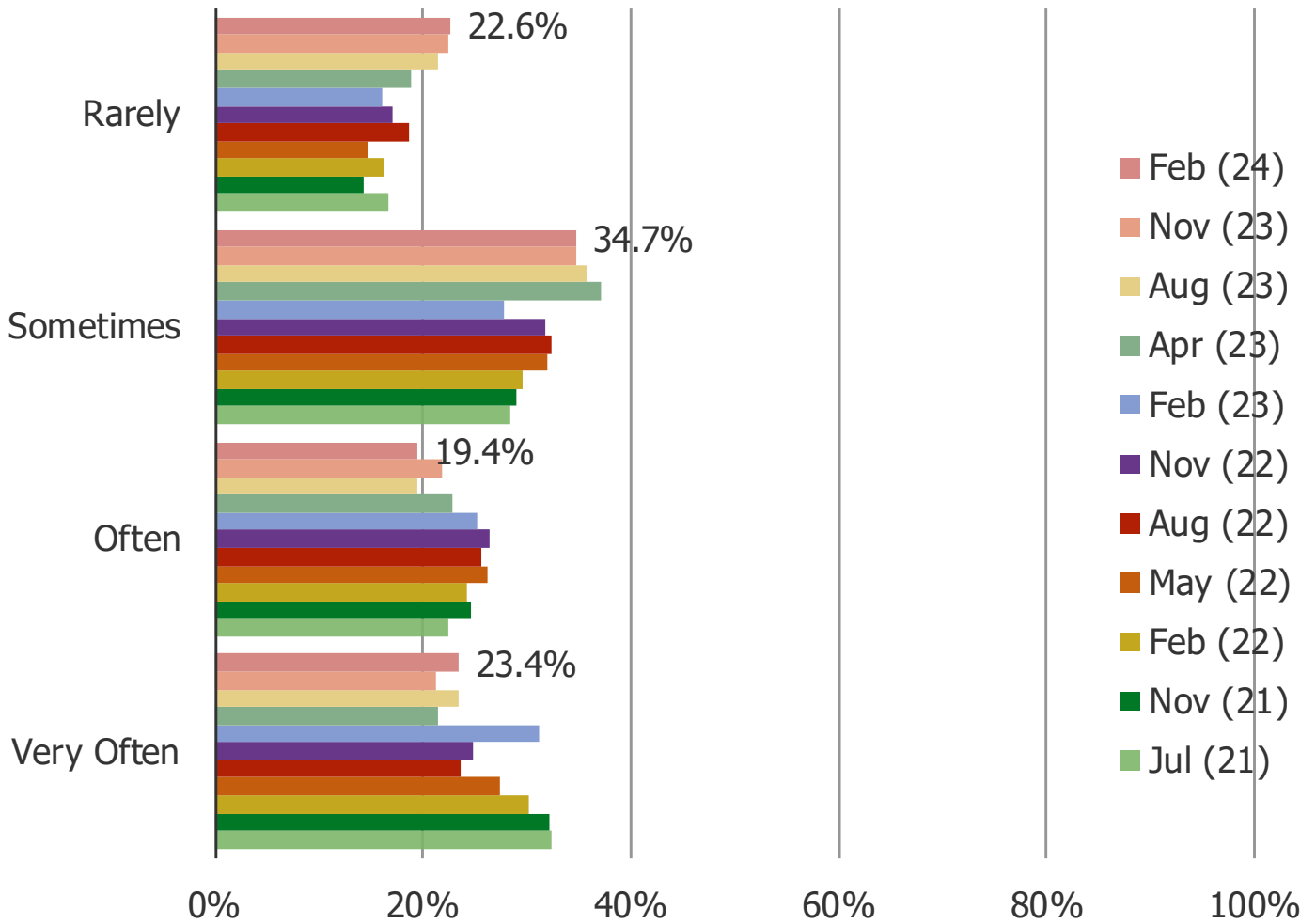
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL TASTES THE WORST?

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



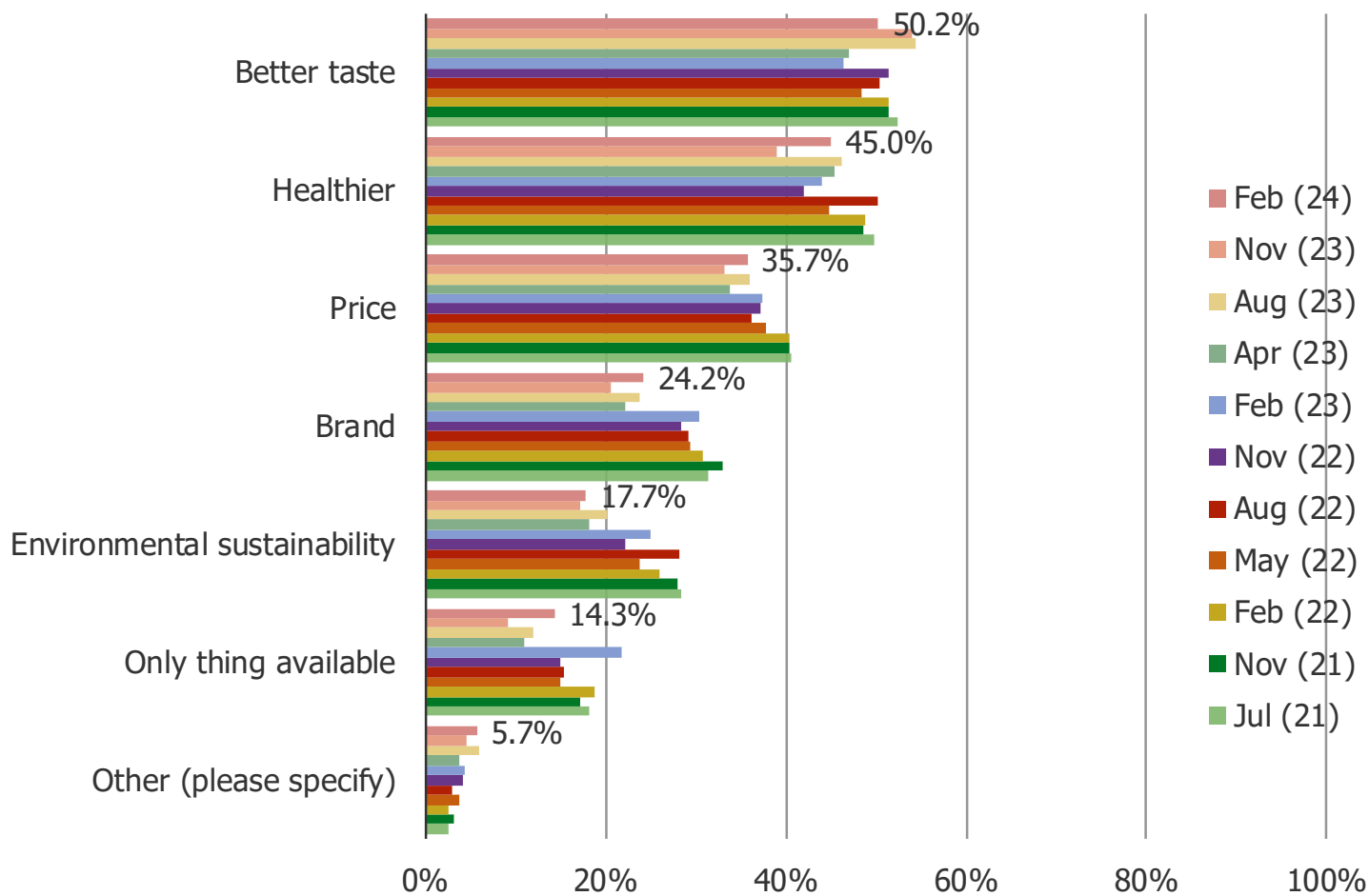
HOW OFTEN DO YOU DRINK NON-DAIRY ALTERNATIVE MILK?

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



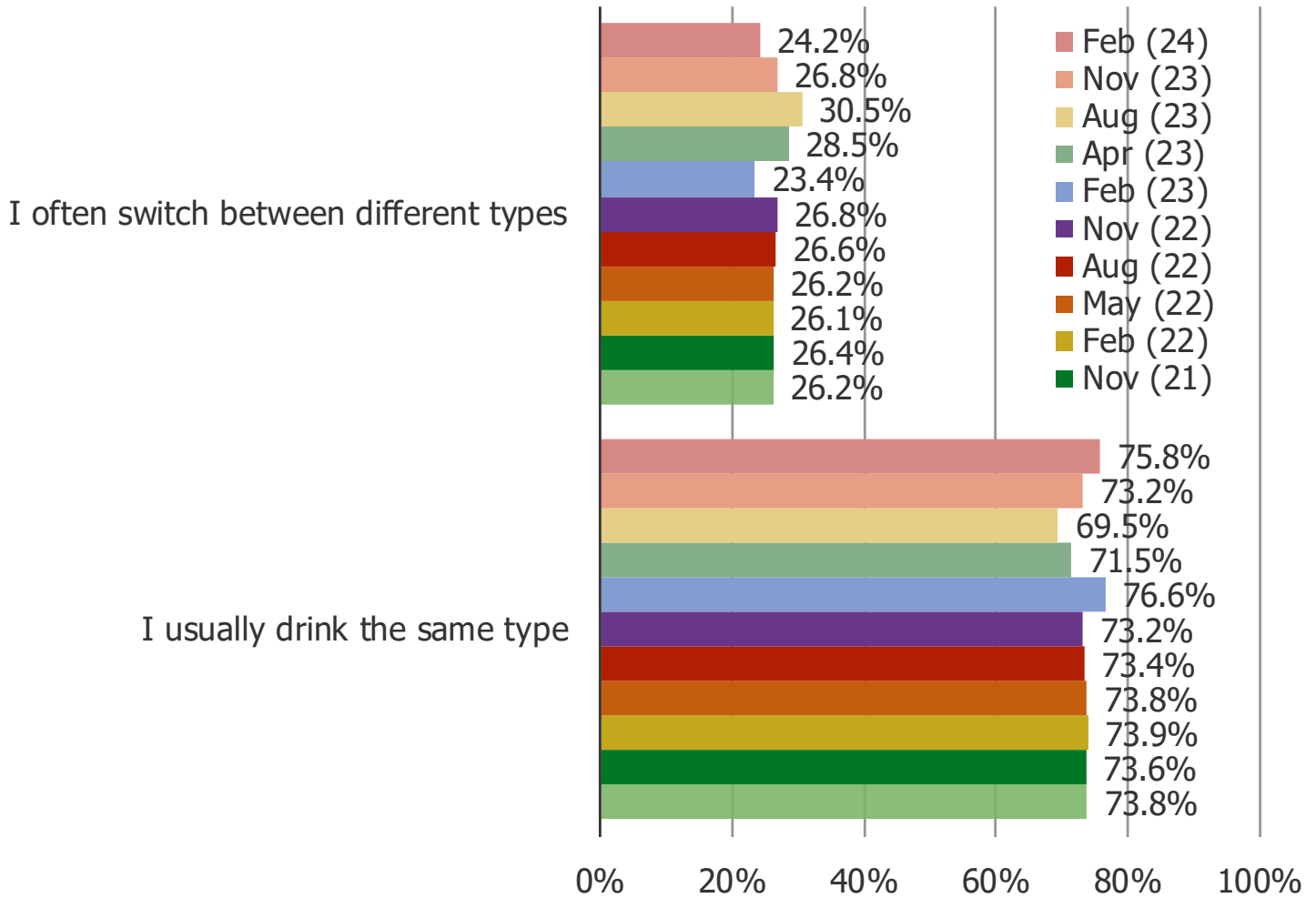
THINKING OF THE DIFFERENT TYPES OF ALTERNATIVE MILKS AVAILABLE (ALMOND, OAT, SOY, RICE, COCONUT, A2, ETC), WHAT MAKES YOU CHOOSE TO CONSUME ONE OVER THE OTHERS? SELECT ALL THAT APPLY

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.

It depends on what I'm craving for

The taste

Health reason

Try something different

Because I get tired of drinking the same thing

Availability

So my body doesn't get use to it

Just to have a different tastes of things involving milk

Whatever is cheapest

Whatever is available and what has the most interesting added flavor

I like the variety

For a better taste

What ever is available and if it is on sale or not

Try new things

To not get bored of one taste

Price range

Many factors

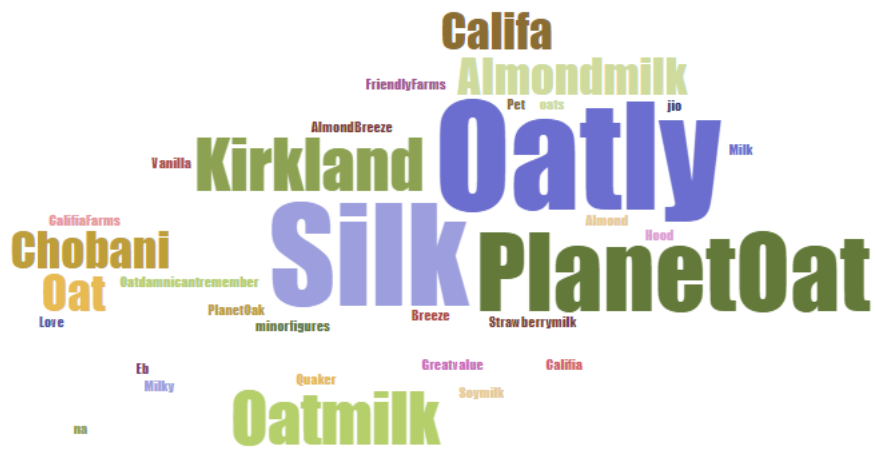
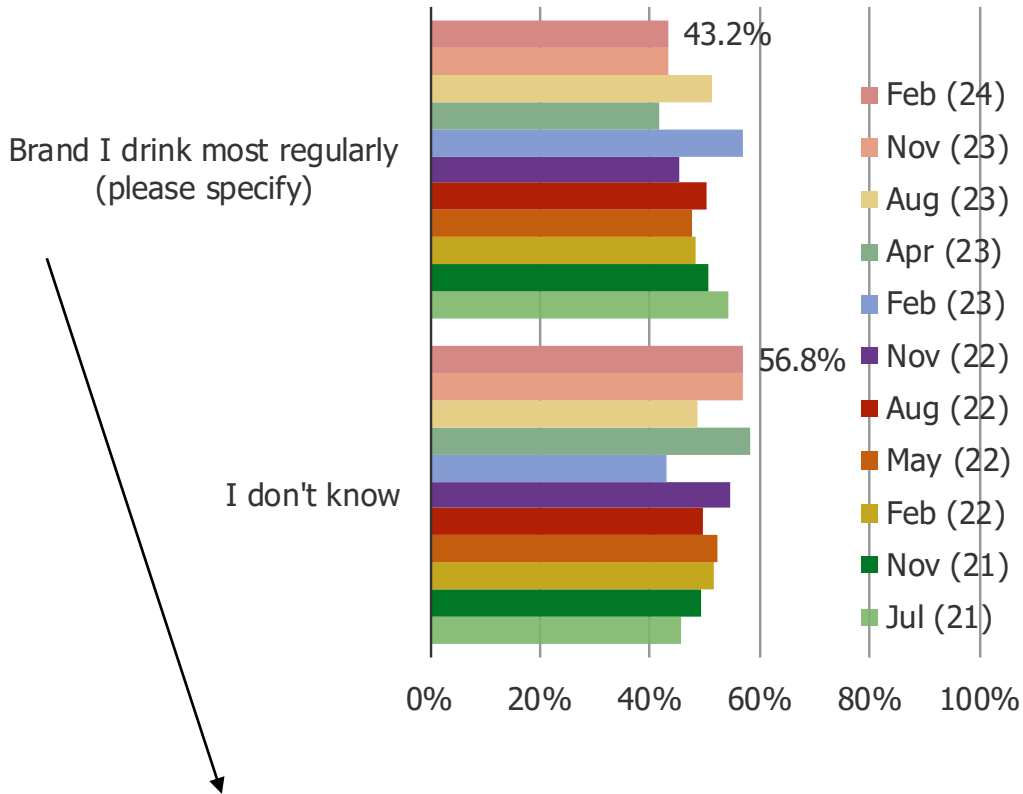
The taste

Test things out, try new stuff

OAT MILK

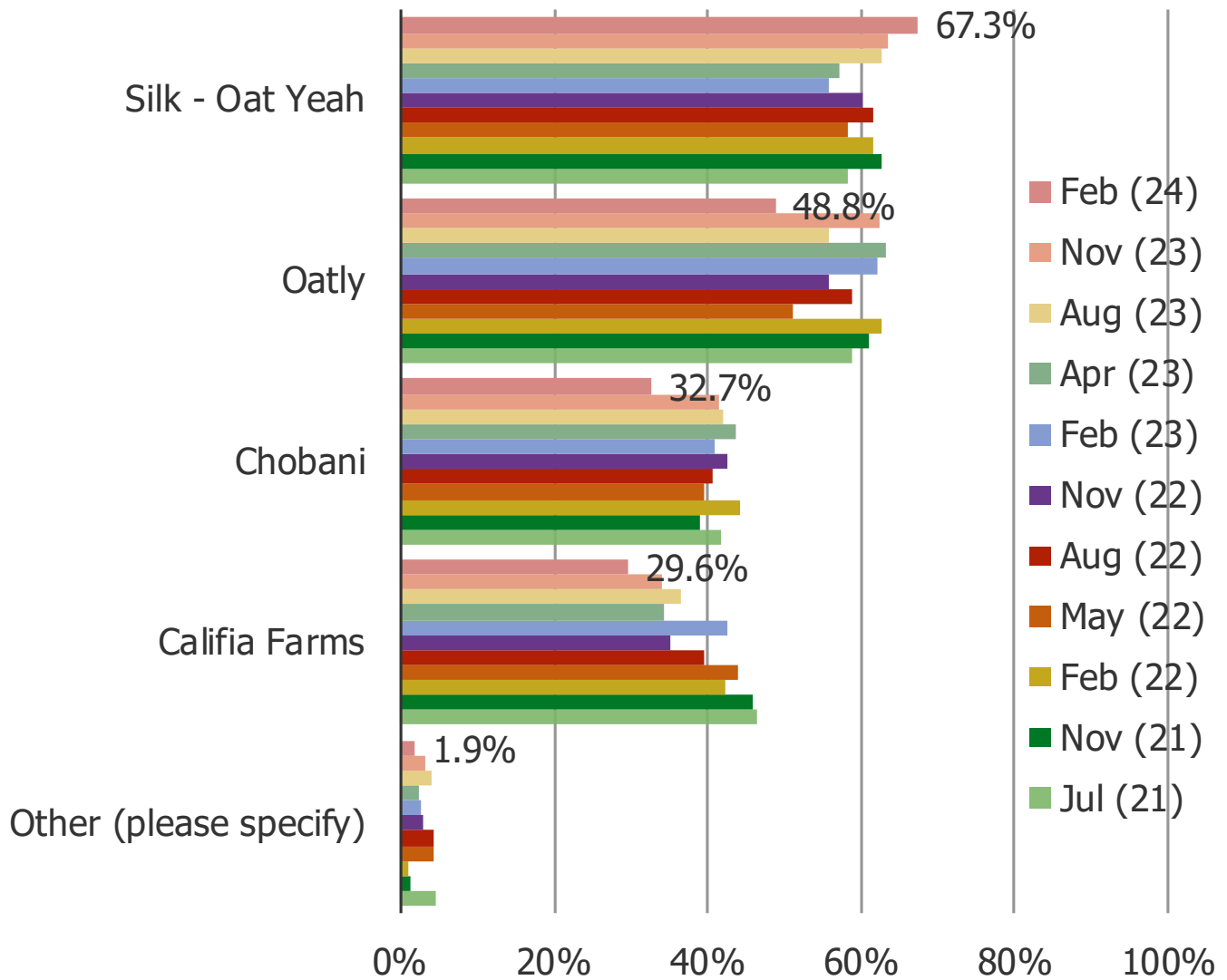
WHICH OAT MILK BRAND DO YOU CONSUME MOST REGULARLY?

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



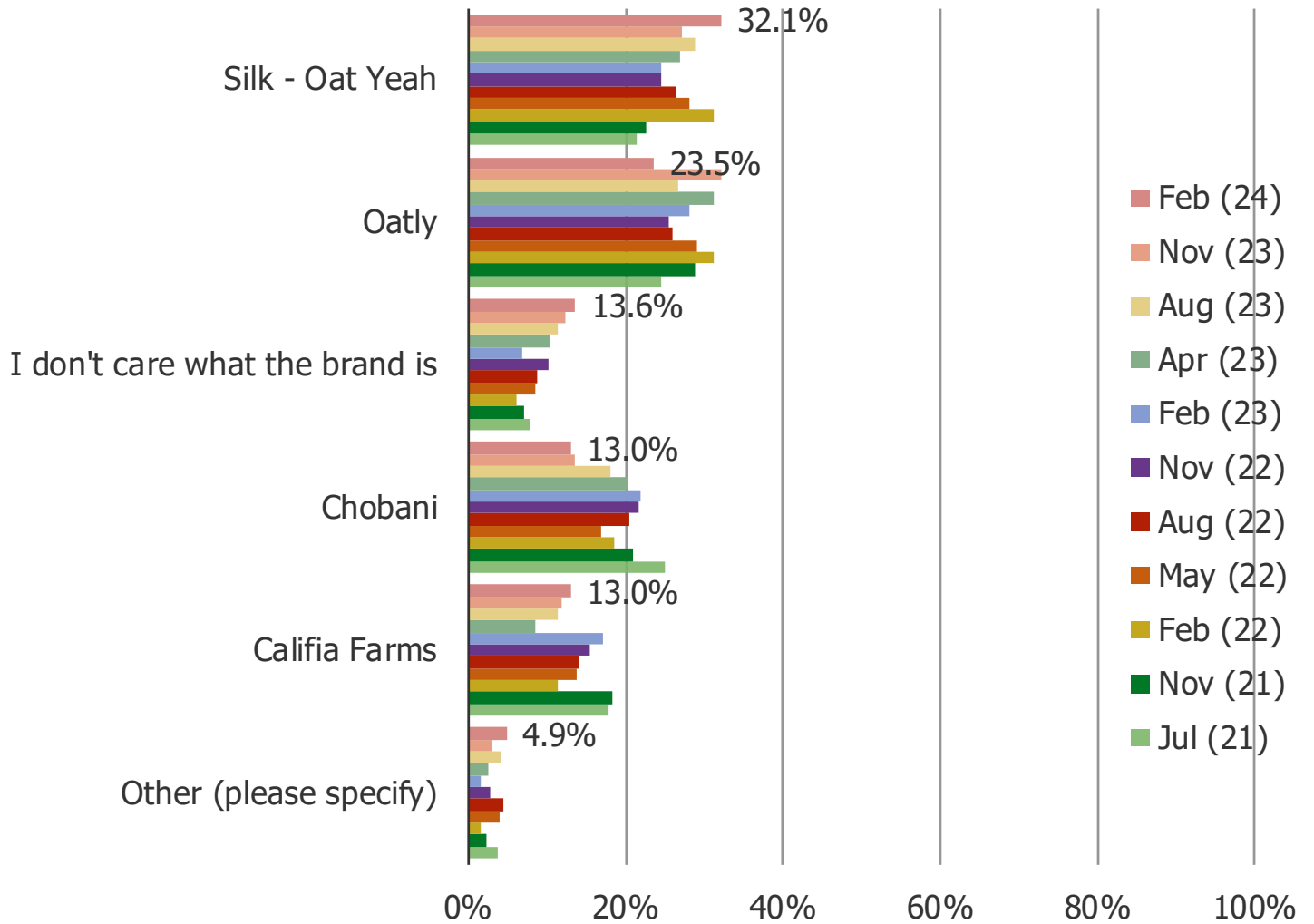
WHICH OF THE FOLLOWING OAT MILK BRANDS HAVE YOU EVER HAD? (SELECT ALL THAT APPLY)

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



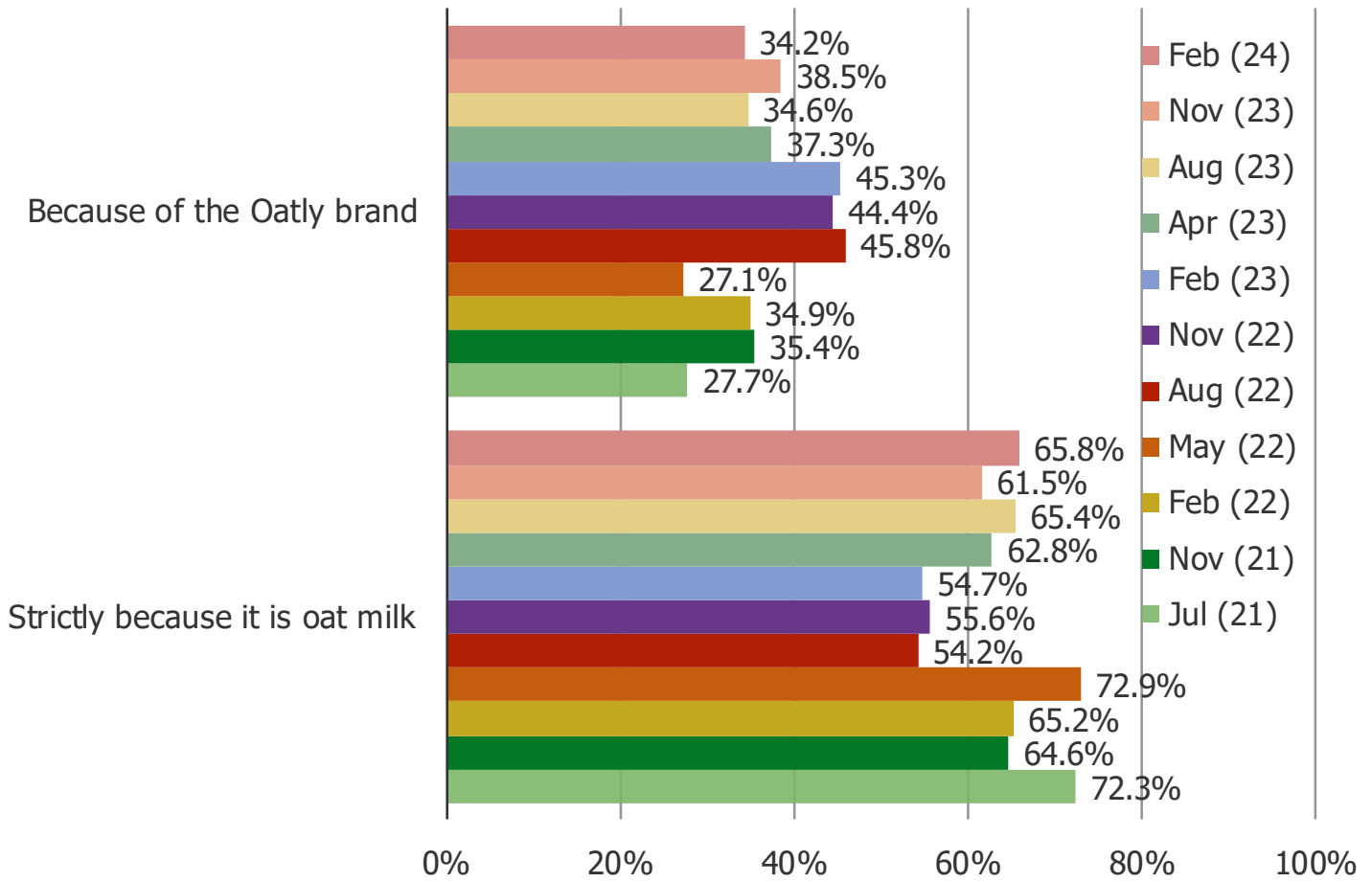
WHAT IS YOUR PREFERRED OAT MILK BRAND?

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



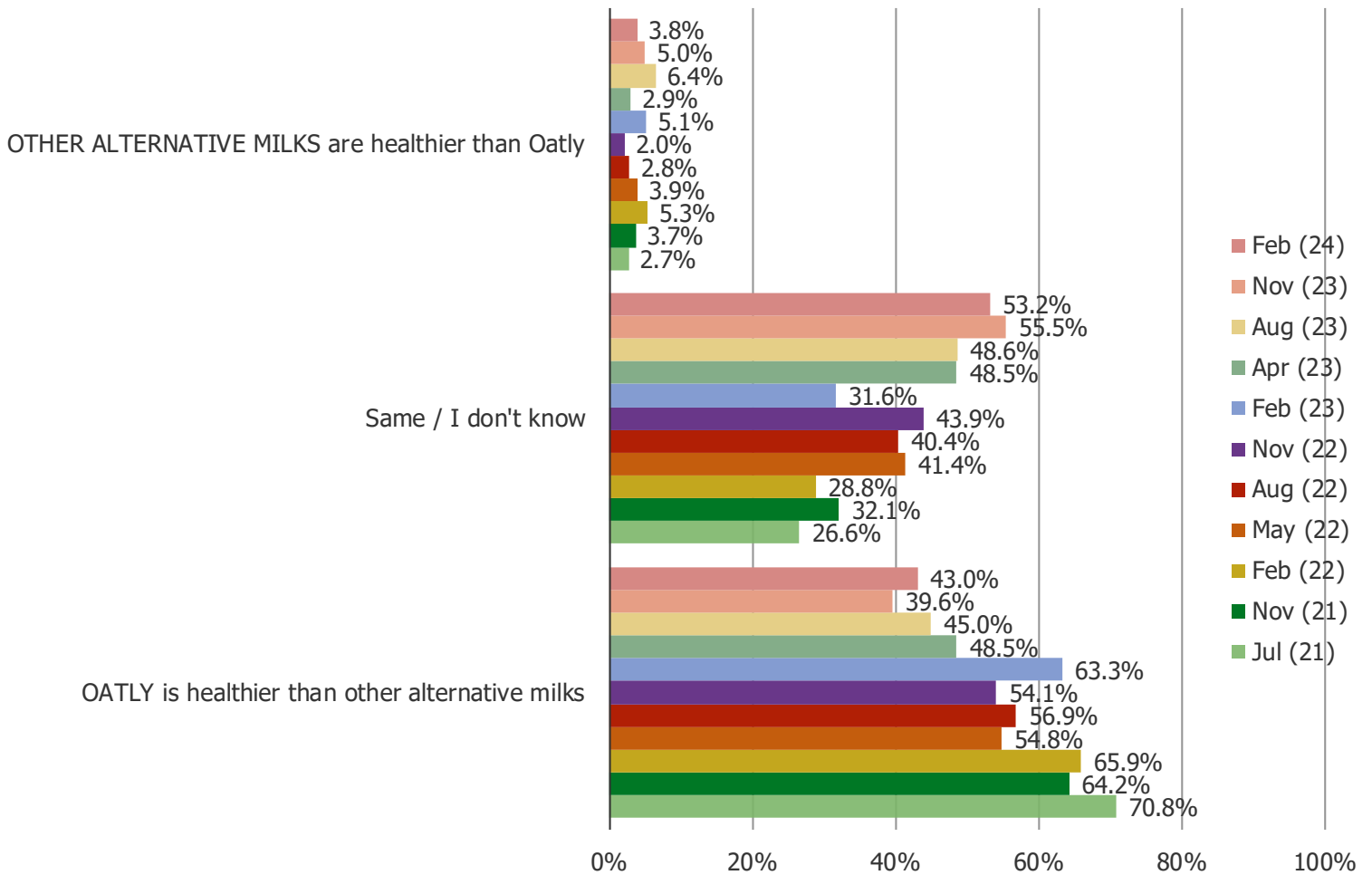
WHICH OF THE FOLLOWING BETTER DESCRIBES WHY YOU CHOOSE OATLY?

Posed to oat milk drinkers whose brand preference is Oatly (N = 38)



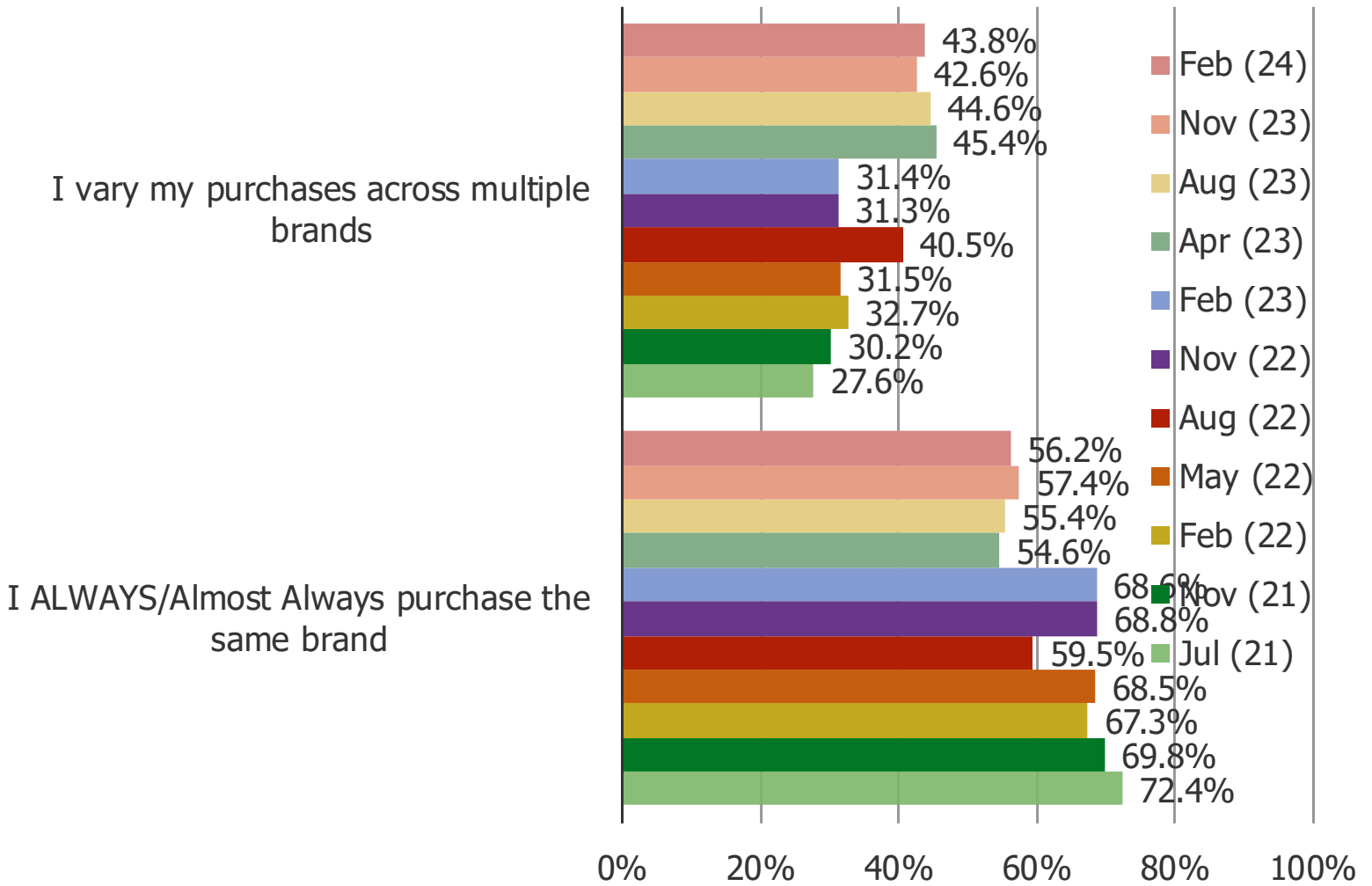
IN YOUR OPINION, HOW DOES OATLY COMPARE TO OTHER ALTERNATIVE MILKS WHEN IT COMES TO HOW HEALTHY IT IS?

Posed to oat milk drinkers whose brand preference is Oatly (N = 79)



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 = 71).

