

# Cargill Insights Report Analyzes Global Dairy Attitudes



Consumer attitudes toward dairy are evolving. Cargill set out to gain a better understanding of factors impacting consumer decision-making, including taste, texture, sugar reduction claims and clean label.

We surveyed over 5,200 grocery shoppers in 13 key dairy markets worldwide on their purchase behavior for yogurt, flavored milk, ice cream and dairy alternatives. Get the results in our report, “The Shifting Global Dairy Market.”



5,200  
Global Grocery Shoppers

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[www.cargill.com/dairywhitepaper](http://www.cargill.com/dairywhitepaper)

## Here's a sneak peek at the insights:

### EUROPE



Dairy alternatives on the rise

either solely or in addition to real dairy

### THE U.S.



Approximately  
50%

consume both dairy and alternatives

### LATIN AMERICA



One of the fastest-growing

dairy markets

### ASIA-PACIFIC



Higher preference for dairy alternatives

than other regions

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