

# The Grocer

## THE DAIRYMEN 2025

### Plant Based Dairy

By Emma Weinbren [emmaweinbrenwrites@gmail.com](mailto:emmaweinbrenwrites@gmail.com)

**Publishing:** 20 September 2025  
**Submission** by invitation or contact author for deadline  
**Advertising** [sam.dack@wrbm.com](mailto:sam.dack@wrbm.com)

What's the state of plant-based in dairy? Meat alternatives have suffered a torrid time of late. Sales have slumped as the result of high prices and concerns over ultra-processed foods.

In alt-dairy, the story hasn't been so tragic, it seems. Why is that? How have the sector's fortunes differed from those of alt-meat? And why? How are alt-dairy brands maintaining traction with shoppers through innovation and messaging? And what challenges are suppliers facing? How are they tackling them – and what does the immediate future look like for the sector?