

The Grocer

THE DAIRYMEN 2025

Functional Dairy

Emma Weinbren emmaweinbrenwrites@gmail.com

Publishing: 20 September 2025

Submission by invitation or contact author for deadline

From milk to yoghurt, dairy is a great source calcium, protein, and vitamins like D and B12. It can also support gut health, provide antioxidants and even reduce inflammation in some instances. Milk's isotonic, too. Despite these numerous functional benefits coming naturally, dairy suppliers have been working to make their products even more functional. In the past year, supermarket chillers have welcomed numerous innovations promising high-protein – such as milk shakes, fruit yoghurts, ice cream and snacking cheese. There's also been alt-milk packed with adaptogens and nootropics. And a cows milk designed to aid sleep.

So, who's doing what in the functional dairy space – and why? What ingredients and claims are to be found across the category? What and how much appeal to shoppers does functional dairy have? Is it a fad or a sustainable market? Are any suppliers shying away from functional? And, most crucially, just how functional can dairy get?

Innovation: we highlight five functional dairy launches from the year to September 2025.

Retailers: How are retailers responding to the functional dairy craze in terms of ranging, merchandising and own label launches. Which supermarkets are making the most significant moves?

Consumer: Vypr poll: how do Brits feel about functional dairy? Which types of benefits and products do they favour? And what are they less keen on?