

## TRENDS IN ACTION

HEALTHY INDULGENCE +  
QUALITY OF CARBS



49%

of consumers said they likely or definitely would buy this product.<sup>1</sup>

*Compared to 35% for the overall flavored milk category*

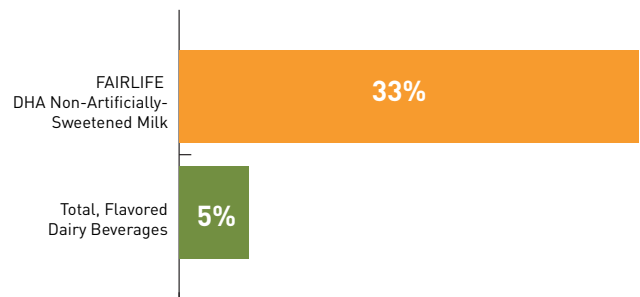


69%

of consumers perceived this product as "tasty."<sup>1</sup>

*Compared to 59% for the overall flavored milk category*

Compound Annual Growth Rate  
(2019-2021)<sup>2</sup>



SOURCE: 1) Mintel Purchase Intelligence 2) Nielsen Analysis, Retail Sales Latest 52 Wks 2YA - W/E 09/14/19, W/E 09/12/20, and W/E 09/11/21.  
PHOTO: Mintel GNPD



**Alvaro Velasco**  
Category Strategy Manager  
Dairy, North America

“Dairy and non-dairy beverage consumers continue to seek products that offer less sugar, do not contain artificial ingredients, and have added nutritional benefits such as protein and vitamins. There is ample white space for players to innovate and grow in this segment.”

Contact your sales representative today to learn more  
about partnering with Tate & Lyle.

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