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STATISTICS BOOK

# Consumer Goods & FMCG: statistics and facts

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22 full reports · Edition October 2026

**\$108B**

US MARKET 2024

**26M t**

CHEESE MADE 2024

**EUR 13.1B**

REVENUE 2026

**133.3**

FAO INDEX AUG 2026

**ABOUT THIS BOOK**

## Consumer Goods & FMCG: statistics and facts

This page brings together 22 Business Stats reports on Consumer Goods & FMCG, grouped into US (3 reports), Tonnes (3 reports), Red Bull (2 reports), Food (2 reports) and Yogurt (2 reports).

Narrower topics have their own pages: Food & Nutrition.

Among the figures you will find here: 5.29B lb (US Yogurt Output, 2025), 161.8Mt (EU Milk 2024), \$85B (Global Market 2025) and 133.3 (FAO Index Aug 2026).

Most recently revised are Yogurt Statistics 2026: US Output Hits Record 5.29B lb and Europe Milk Market 2026: 162M Tonnes, Fewer Cows. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Oct 18, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 18, 2026.

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## STATISTICS REPORT

# Cosmetics industry in the U.S. statistics and facts

Updated Sep 22, 2026 · [businessstats.com/cosmetics-industry-us](https://businessstats.com/cosmetics-industry-us)

|                                    |                                      |                                     |
|------------------------------------|--------------------------------------|-------------------------------------|
| <b>\$108B</b><br>US MARKET 2024    | <b>#1</b><br>BEAUTY MARKET WORLDWIDE | <b>\$306</b><br>SPENDING PER PERSON |
| <b>66%</b><br>OF SPENDING BY WOMEN | <b>\$34B</b><br>PRESTIGE BEAUTY      | <b>\$132B</b><br>FORECAST BY 2029   |

## Overview

### The US cosmetics and beauty industry at a glance

Beauty and personal care products have become an everyday part of American life. Skincare, hair care, make-up, fragrance, toiletries and oral care together form one of the countrys largest consumer markets, worth roughly \$108 billion as of 2024. That makes the United States the single biggest beauty market in the world, ahead of China, Japan and the major European economies.

One point to keep in mind is that the word cosmetics is used in two ways. Narrowly, it means color cosmetics or make-up, a market of around \$20 billion in the US. Broadly, it refers to the whole beauty and personal care industry, which is what most industry statistics measure and what this report uses unless noted. Estimates of the broad market range from about \$100 billion to \$130 billion depending on which categories a source includes, so the figures here should be read as the best available consensus rather than a single official number.

Cosmetics also sit at the heart of the wider wellness economy. Personal care and beauty is the largest of the eleven wellness sectors worldwide, so the US beauty market is closely tied to broader trends in self-care and health. For that bigger picture, see our overviews of the [wellness industry statistics](#) and the [wellness market value worldwide](#). The sections below cover the US market size and growth, the main product categories, the split between prestige and mass, the leading companies, retail and e-commerce, who does the buying, and the trends shaping the years ahead.

## Market Size

## How big the US beauty market is

The US beauty and cosmetics market has grown steadily for most of the past decade. From roughly \$90 billion in 2019 it dipped during the pandemic, then rebounded strongly to about \$108 billion in 2024, and it is forecast to keep climbing toward \$132 billion by 2029. The chart tracks the market value by year.

US Beauty and Cosmetics Market, 2019 to 2029 (US\$ billions) Values from 2025 onward are forecasts.

Data:

US beauty and cosmetics market revenue, US dollars billions.

Note:

Statista; values for 2025 to 2029 are forecasts. Compiled by BusinessStats. Switch to the table for the plotted figures.

**Back above trend:** after falling in 2020, the US beauty market climbed to about \$108 billion in 2024 and is forecast to reach \$132 billion by 2029.

The scale of the market reflects both a large, wealthy population and unusually high spending per person. Even as growth has cooled from the double-digit rebound of 2021 and 2022 to a steadier 4 to 5 percent a year, the US remains the anchor of the global beauty industry, generating around a sixth of worldwide beauty sales on its own. That dominance gives American retailers, brands and consumer trends outsized influence over the direction of the industry everywhere.

Different research firms put the exact figure anywhere from about \$100 billion to \$130 billion, depending on whether they include categories such as oral care, bath and shower, or professional salon products. What they agree on is the trajectory: a market that dipped once, recovered fast, and has settled into steady growth. Broader federal data on personal-care spending, which also counts services such as salons, reached over \$400 billion in 2024, underlining how central grooming and self-care have become to household budgets and how many jobs the wider industry supports.

Growth and Recovery

## The pandemic dip and the rebound

The one serious interruption to the markets long climb came in 2020. With stores, salons and offices closed, and with masks reducing demand for lip and complexion products, beauty sales fell sharply. The chart shows the annual rate of change and how quickly the market recovered.



Annual Change in US Beauty Market Value (percent)A sharp 2020 fall, then a strong rebound.

Data:

Year-on-year change in US beauty market value, percent.

Note:

Calculated from the Statista annual market-size series. Compiled by BusinessStats.Switch to the table for exact figures.

**Down then up:** the market fell about 19 percent in 2020 but surged back with double-digit growth in 2021 and 2022 before settling near 4 to 5 percent.

The 2020 drop of nearly a fifth was one of the steepest on record for US beauty, but the recovery was equally dramatic. Sales rose about 12 percent in 2021 and 15 percent in 2022 as consumers returned to socializing, travel and the office, and as skincare and fragrance boomed. By 2022 the market had comfortably passed its pre-pandemic peak. Growth has since normalized to the mid-single digits, a healthy pace for such a large and mature market, driven now more by higher prices and premiumization than by rising volumes.

Product Categories

## The main product categories

The beauty market is usually divided into five broad categories: skincare, hair care, make-up or color cosmetics, fragrance, and toiletries or personal care. Skincare is the largest and most profitable, accounting for roughly a third of US beauty sales and generating over \$20 billion a year on its own. Its dominance has grown through the skinification trend, where ingredients and claims once reserved for skincare, such as hyaluronic acid or SPF, now appear across make-up, hair care and body products.

Fragrance has been the standout performer of recent years. Once a slow, gift-driven category, it has posted double-digit growth in both mass and prestige, helped by younger buyers, body sprays and the dupe culture that lets shoppers chase luxury scents at lower prices. In prestige beauty, fragrance has overtaken skincare to become the second-largest category behind make-up. Hair care has also been strong, particularly premium treatments and scalp care, while make-up has recovered from its pandemic slump on the back of hybrid products that blend color with skincare benefits.



Within skincare, face care is the biggest and most valuable sub-category, generating roughly \$15 billion in the US, with cleansers, serums, moisturizers and sunscreens all in strong demand. Facial skincare growth has cooled after a long boom, while body care has picked up speed. In fragrance, the surge has been broad: prestige parfums grew more than 40 percent in a recent year and body sprays nearly doubled, as scent became a form of everyday self-expression rather than an occasional luxury. Make-up, hit hardest during the pandemic when masks reduced the need for lip and complexion products, has rebuilt around hybrid formats such as tinted moisturizers, lip-and-cheek products and skincare-infused foundations.

US Fragrance Growth by Type, 2024 (percent change)Value formats and higher concentrations led the way.

Data:

US fragrance dollar-sales growth by type, 2024, percent change year on year.

Note:

Circana. Compiled by BusinessStats.Switch to the table for exact figures.

**Fragrance boom:** value formats led in 2024, with body sprays up 94 percent and higher-concentration parfums up 43 percent year on year.

Because different research firms draw the category lines differently, precise category shares vary from source to source, which is why this report describes the mix rather than charting exact splits. The consistent picture, though, is clear: skincare leads, fragrance is the momentum category, and consumers increasingly want products that do more than one job at once.

Prestige vs Mass

## Prestige and mass beauty

Beauty is also split by price tier. Mass beauty, sold in drugstores, supermarkets and big-box retailers, is the larger of the two at roughly \$78 billion of tracked sales. Prestige beauty, sold in department stores and specialty chains such as Sephora and Ulta, is smaller at about \$34 billion but carries higher margins. The chart shows the split.

US Beauty: Mass vs Prestige (US\$ billions)Recent tracked sales, Circana.

Data:

US mass and prestige beauty, approximate annual tracked sales, US dollars billions.



Note:

Circana tracked channels. Compiled by BusinessStats. Switch to the table for exact figures.

**Mass still leads:** mass beauty is more than double the size of prestige, though prestige commands far higher prices per item.

For years prestige outgrew mass as shoppers traded up, but that gap has closed. For the first time in about five years, mass and prestige recently grew at nearly the same rate, both around 7 percent. The real momentum sits in the middle: masstige brands, which offer near-premium quality at accessible prices, make up only about a tenth of sales but are growing faster than either mass or prestige. Value-seeking behavior, including the hunt for dupes of luxury products, has become a defining feature of the US market without denting overall growth.

Leading Companies

## The companies behind the brands

The US market, like the global one, is led by a handful of multinational groups that own dozens of familiar brands. The chart ranks the leading beauty companies by worldwide sales, a useful proxy for their weight in the US, where they hold the top positions.

Leading Beauty Companies Worldwide, 2024 (US\$ billions) These groups also lead the US market.

Data:

Leading beauty companies by worldwide beauty sales, 2024, US dollars billions.

Note:

L'Oréal 2024 annual report. Figures are global. Compiled by BusinessStats. Switch to the table for exact figures.

**One clear leader:** the French market leader is the worlds largest beauty company by a wide margin, well ahead of Unilever and Estée Lauder.

The French group behind Lancôme, Maybelline, Garnier and CeraVe leads the industry worldwide with around \$44 billion in annual beauty sales, nearly \$20 billion more than its nearest rival. Unilever, Estée Lauder, Procter and Gamble and the LVMH luxury group round out the top five. In the US specifically, the same names dominate, alongside Coty and a wave of digitally native challengers. The clearest homegrown success story is e.l.f. Beauty, a mass make-up and skincare brand that has grown rapidly by moving fast on



trends and social media. The market is becoming more fragmented as such independent and direct-to-consumer brands bypass traditional retail, even as the giants retain the largest shares.

Beneath the giants, the US market has become a hotbed for independent and celebrity-founded brands. Labels built on social media and direct-to-consumer sales have scaled quickly, and the large groups have often responded by acquiring them, buying growth rather than building it. At the same time, some established players have struggled, with parts of the prestige and travel-retail business under pressure, forcing restructuring and a renewed focus on the fastest-growing categories. The net effect is a market that is concentrated at the top yet unusually open to newcomers, where a brand can go from social-media buzz to national retail shelves in a matter of months.

Retail and E-Commerce

## Where Americans buy beauty

How and where people buy cosmetics has changed faster than what they buy. E-commerce has become the largest single beauty retail channel in the US, and the shift is being led by Amazon, whose US beauty sales reached an estimated \$32.7 billion in 2024, up more than 12 percent in a year. Estimates of online share vary widely by method, from about a quarter of tracked store sales to more than half by broader measures that count direct-to-consumer and marketplace sales, but every source agrees the direction is sharply upward.

Among dedicated beauty retailers, the two giants are Ulta Beauty and Sephora. Ulta is the largest specialty beauty chain by revenue and store count, with about \$12 billion in annual sales across some 1,600 stores and a distinctive model that mixes mass and prestige under one roof. Sephora, owned by LVMH, leads in prestige and in online beauty traffic, and has expanded rapidly through shop-in-shops inside Kohls. The chart compares the leading dedicated beauty websites by US online sales.

Leading US Beauty Online Stores by Net Sales, 2025 (US\$ billions) Dedicated beauty sites; Amazon leads overall.

Data:

US e-commerce net sales of leading dedicated beauty websites, 2025, US dollars billions.

Note:

Statista and ECDB; excludes marketplaces such as Amazon, which is the largest overall US beauty seller.

Compiled by BusinessStats. Switch to the table for exact figures.



**Specialists online:** among dedicated beauty sites Sephora leads, though Amazon dwarfs them all with around \$32.7 billion in total US beauty sales.

The newest force is social commerce. Beauty has become the dominant category on TikTok Shop since its US launch, turning short videos and creator recommendations directly into sales and helping small brands scale almost overnight. Together, Amazon, the beauty specialists and social platforms have made discovery, trial and repurchase faster and more online than ever, a structural shift that is reshaping how every brand in the country reaches its customers.

Physical retail still matters, and the format mix is distinctive. Specialty beauty chains, drugstores, supermarkets and mass merchants such as Walmart and Target each hold meaningful shares, and many prestige brands have expanded into mass channels to reach value-conscious shoppers. Loyalty programs are a key battleground, with the largest chains using points, samples and personalized offers to keep tens of millions of members coming back. The blurring of channels, with prestige brands appearing in mass stores and mass brands trading up, has made the old prestige-versus-mass divide far less rigid than it once was.

Who Buys Beauty

## Who buys cosmetics, and how much they spend

Women remain the core of the US beauty market, accounting for about two-thirds of all spending. The chart shows the split between women and men.

US Beauty Spending by Gender (share) Women drive about two-thirds of spending.

Data:

Share of US beauty and personal care spending by end use, 2025.

Note:

Grand View Research. Compiled by BusinessStats. Switch to the table for exact figures.

**Women lead spending:** women account for roughly 66 percent of the US beauty market, though mens grooming is growing quickly.

Men are a fast-rising group. Grooming, skincare and fragrance for men have grown well above the market average, and by some survey measures younger men now spend as much on beauty and grooming each month as women do. Generational shifts matter too: Gen Z and younger millennials are unusually engaged

with beauty, treating skincare in particular as part of a broader self-care and wellness routine, and they discover and buy far more online than older shoppers.

What really sets the US apart is spending per person. Americans spend about \$306 a year on beauty and personal care, more than three times the global average and far above most other regions. The chart compares per person spending in the US with the Americas and the world.

Beauty Spending Per Person, 2026 (US\$) Americans spend far more than average.

Data:

Annual beauty and personal care spending per person, US dollars, 2026.

Note:

Statista Market Insights. Compiled by BusinessStats. Switch to the table for exact figures.

**Big spenders:** at about \$306 per person a year, US beauty spending is more than triple the global average of roughly \$88.

That high per person figure is the engine behind the US position as the world's largest beauty market despite having a far smaller population than China or India. It reflects both higher incomes and a culture in which grooming, self-care and appearance carry significant social and professional weight.

Age shapes behavior as much as gender. Older consumers remain the biggest spenders in absolute terms and drive anti-aging skincare, while teenagers and young adults are the most active experimenters, powering viral products and fueling the skincare-as-self-care movement. Retailers report that younger shoppers in particular move fluidly between mass and prestige and lean heavily on online reviews, creator content and in-store testing before they buy, which is one reason social platforms have become so central to the market.

Key Trends

## The trends shaping US beauty

Several forces are reshaping the market at once. The first is the rise of skincare and wellness. Consumers increasingly link how they look with how they feel, blurring the line between beauty and health, and treating routines as self-care. That has powered skincare, supplements, and wellness-adjacent products, and it ties the beauty market ever closer to the broader wellness economy.



The second is value-seeking without trading down in quality. Dupe culture, masstige brands and careful shopping across price tiers have become mainstream, so brands must justify premium prices with visible results. The third is the digital and social shift: e-commerce, creator content and social commerce now drive discovery and sales, rewarding brands that move quickly and authentically online. Alongside these sit clean and sustainable beauty, with steady demand for natural, cruelty-free and eco-friendly formulations and packaging, and the early use of artificial intelligence for personalized recommendations, virtual try-on and tailored skincare.

Finally, the consumer base is broadening. Men, older adults and diverse skin tones and hair types are all better served than a decade ago, expanding the total addressable market. Inclusivity has moved from a marketing message to a baseline expectation, and brands that fail to offer a full range of shades and formats increasingly lose relevance.

Clean and natural beauty has moved from niche to mainstream. Demand for products marketed as natural, organic, cruelty-free or free from certain ingredients has grown steadily, and the global natural cosmetics market is already worth well over \$10 billion. Sustainability has extended to packaging, with refillable formats and reduced plastic becoming selling points. Regulation is evolving too: recent federal legislation modernized oversight of cosmetics safety for the first time in decades, adding requirements around facility registration, ingredient reporting and adverse-event tracking that will shape how brands formulate and label products in the years ahead.

## Outlook

### Where the market is heading

The outlook for the US cosmetics industry is one of steady, resilient growth. Forecasts point to the market rising from about \$108 billion in 2024 toward \$132 billion by 2029, an annual pace in the mid-single digits that is modest by the standards of the post-pandemic rebound but strong for such a large market. Growth is expected to come from continued premiumization, the fragrance and skincare booms, wider participation by men and older consumers, and the ongoing shift to online and social selling.

Risks exist, including price sensitivity if the economy weakens, and the challenge for legacy brands of keeping pace with nimble digital-native rivals. But the fundamentals are firm: beauty spending has proven remarkably durable through recessions and the pandemic alike, and the US remains the market that sets the tone for the rest of the world. For brands and retailers, the message from the data is that scale still matters, but speed, authenticity and value now matter just as much.



The US also sits at the center of global beauty trade. The country imports billions of dollars of cosmetics, fragrances and ingredients each year, with imports of perfumes, cosmetics and toiletries reaching over \$23 billion in 2024, and it exports well-known American brands around the world. That two-way flow, combined with the sheer size of the domestic market, keeps the United States at the heart of the global beauty industry even as the Asia-Pacific region grows fastest. For businesses, the scale and sophistication of the US consumer make it both the most valuable prize and the most competitive arena in beauty, where lasting success increasingly depends on reading fast-moving trends and meeting shoppers wherever they choose to buy.

## Key Facts

## The US cosmetics industry in numbers

A few figures capture the market. It is worth about \$108 billion, the largest in the world, with women driving roughly two-thirds of spending and Americans spending about \$306 each per year.

\$108B US market size, 2024 Largest beauty market worldwide. \$306 Spending per person Over triple the global average. \$44B Leading company sales Worldwide beauty sales. \$132B Forecast for 2029 Mid-single-digit growth.

Together these numbers show a large, mature and still-growing market where scale, high per person spending and rapid digital change all sit side by side.

## FAQ

## Frequently Asked Questions

The US cosmetics and beauty market is worth roughly \$108 billion as of 2024, making it the largest single beauty market in the world. It is forecast to keep growing to about \$132 billion by 2029.

Skincare is the largest and most profitable category in the US beauty market, accounting for roughly a third of sales. Hair care and color cosmetics follow, while fragrance has been the fastest-growing category in recent years.

The US market is led by global beauty groups. The worldwide leader is the French company behind brands like Lancôme and Maybelline, followed by Estée Lauder, Procter and Gamble, Unilever and Coty. Fast-growing challengers such as e.l.f. Beauty have also gained share in recent years.



Spending on beauty and personal care in the US works out to about \$306 per person a year, far above the global average of roughly \$88. Women account for about two-thirds of total spending.

Mass beauty is larger, at roughly \$78 billion of tracked sales versus about \$34 billion for prestige. For the first time in years the two are now growing at a similar pace, and masstige brands are the fastest-growing group.

E-commerce has become the largest single beauty retail channel in the US, driven mainly by Amazon, and estimates of its share range from about a quarter of tracked sales to well over half by some broader measures. Online growth is being accelerated by social commerce such as TikTok Shop.

Key trends include the rise of skincare and skinification, a fragrance boom, clean and sustainable beauty, dupe culture and value-seeking, growing mens grooming, and the fast rise of social commerce and AI-driven personalization.

#### Sources

[Statista - Cosmetics industry in the U.S.](#) - market size, brands and per capita spending.

[Grand View Research - US Beauty and Personal Care Products Market](#) - segments, end use and forecast.

[Circana - US beauty market reports](#) - prestige and mass, categories and e-commerce.

[L'Oréal 2024 Annual Report - the beauty market](#) - leading companies by sales.

[Statista Market Insights - Beauty and Personal Care, United States](#) - revenue and per capita data.

Cosmetics and beauty market estimates vary with definition; figures here cover the broad beauty and personal care market unless noted, and cluster around \$100 to \$130 billion for the US. Values for 2025 to 2029 are forecasts. Company figures are worldwide beauty sales. Growth rates are calculated from the annual market-size series.

## STATISTICS REPORT

# Sports Drinks: Statistics and Facts 2026

 Updated Oct 7, 2026 · [businessstats.com/sports-drinks](https://businessstats.com/sports-drinks)

|                                              |                                       |                                          |
|----------------------------------------------|---------------------------------------|------------------------------------------|
| <b>52%</b><br>US TEENS DRINKING WEEKLY, 2023 | <b>34g</b><br>SUGAR IN 20 OZ GATORADE | <b>\$5.6B</b><br>BODYARMOR BUYOUT, 2021  |
| <b>\$1.72B</b><br>BODYARMOR WRITE-DOWNS      | <b>1965</b><br>GATORADE INVENTED      | <b>30B</b><br>POCARI SWEAT UNITS BY 2008 |

## Overview

### What counts as a sports drink

Sports drinks are flavoured drinks that contain water, carbohydrates (usually sugars) and electrolytes such as sodium and potassium. They are designed to replace fluid and salt lost in sweat and to supply energy during long or intense exercise. The category includes ready-to-drink bottles such as Gatorade, Powerade, BodyArmor and Pocari Sweat, zero-sugar versions, and a newer group of electrolyte powders and oral rehydration drinks such as Liquid I.V. and Electrolit.

Unlike many food categories, sports drinks have a scientific definition in European law: a carbohydrate-electrolyte solution must meet set ranges for energy, sodium and osmolality to make health claims. In the United States there is no such standard, so the term is used more loosely. This report uses official sources only and leaves out the market-size estimates often quoted online, because none of them could be traced to a primary source. The closely related category of caffeinated drinks is covered in our report on [energy drinks worldwide](#).

10.6%US teens drinking a sports drink dailyCDC YRBS, 2019.22%US adults drinking one weeklyCDC-authored study, 2011 data.46-115 mgSodium per 100 ml for EU claimsRegulation 432/2012.25.9pUK levy per litre, higher bandFrom April 2025. History

### History: from a Florida laboratory to global brands

The modern sports drink began at the University of Florida in 1965, when a team led by Dr Robert Cade developed a drink for the Florida Gators football team. The university says it has received more than 500

million dollars in Gatorade royalties since then. Gatorade was later owned by Stokely-Van Camp and then Quaker Oats, and it came to PepsiCo when PepsiCo completed its merger with Quaker on 2 August 2001. PepsiCo described Gatorade at the time as the leading isotonic brand.

| YEAR         | EVENT                                                                        | SOURCE                |
|--------------|------------------------------------------------------------------------------|-----------------------|
| 1965         | Gatorade developed at the University of Florida                              | University of Florida |
| 1980         | Otsuka launches Pocari Sweat in Japan                                        | Otsuka Holdings       |
| 2001         | PepsiCo completes merger with Quaker Oats, owner of Gatorade                 | PepsiCo               |
| 2013         | GSK agrees to sell Lucozade and Ribena to Suntory for 1.35 billion pounds    | GSK                   |
| 2018         | Coca-Cola takes a minority stake in BodyArmor                                | Coca-Cola             |
| 2020         | Unilever acquires Liquid I.V.                                                | Unilever              |
| 2021         | Coca-Cola buys the remaining 85 percent of BodyArmor for 5.6 billion dollars | Coca-Cola             |
| 2023         | Keurig Dr Pepper agrees long-term US distribution deal for Electrolit        | Keurig Dr Pepper      |
| 2024 to 2025 | Coca-Cola writes down BodyArmor by 1.72 billion dollars in total             | Coca-Cola             |

In Japan, Otsuka Pharmaceutical launched Pocari Sweat in 1980. In the United Kingdom, Lucozade, known in sport for its Lucozade Sport line, changed hands when GSK sold it, together with Ribena, to Suntory Beverage and Food in 2013 for 1.35 billion pounds, when the two brands had combined sales of about 0.5 billion pounds.

Teen Consumption

## US teens: half drink a sports drink every week

The CDC Youth Risk Behavior Survey is the main official source on sports drink use among young Americans. In 2023, 48 percent of high school students said they had not drunk a sports drink in the past seven days, meaning about 52 percent had at least one. The share has been almost unchanged since 2017, after falling from about 58 percent in 2015.

US High School Students Who Drank a Sports Drink in the Past Week, 2015 to 2023 (%) At least one sports drink in the seven days before the survey.

Data:

CDC, YRBS Data Summary and Trends Report (dietary behaviours), share who did not drink a sports drink: 42, 48, 50, 48 and 48 percent.

Note:

share who drank calculated by BusinessStats. Compiled by BusinessStats. Switch to the table for exact figures.

**Stable at about half:** after a drop between 2015 and 2017, weekly sports drink use among US teens has stayed close to 52 percent.

Daily consumption is much lower but still significant. In the 2019 survey, the last with a published daily figure, 10.6 percent of high school students said they drank a sports drink at least once a day. Boys were twice as likely as girls to do so, 14.0 percent against 7.1 percent, and daily use was highest among Black students, at 15.6 percent.

US High School Students Who Drank a Sports Drink Every Day, 2019 (%) One or more times per day during the seven days before the survey.

Data:

CDC, Morbidity and Mortality Weekly Report Supplement, volume 69, number 1, 2020.

Note:

later YRBS reports publish only the weekly measure. Compiled by BusinessStats. Switch to the table for exact figures.

**One in ten every day:** boys and Black students are the most frequent daily consumers of sports drinks.

These figures matter because most teenage sports drink consumption is not linked to intense exercise. Federal school nutrition rules already keep full-sugar 20 oz sports drinks out of US school vending machines, as explained below, so much of this consumption happens outside school. The size of the teenage population is shown in our data on the [US population by sex and age](#). Participation in sports more broadly is covered in our report on [the most popular sports leagues and events](#).

Adults

## Adults: one in five drinks sports drinks weekly

National data on adults are older. A CDC-authored study of 3,929 US adults, based on the 2011 ConsumerStyles survey and published in the American Journal of Health Promotion, found that about 22 percent drank sports drinks at least once a week. Use was highest among young adults: 38 percent of those aged 18 to 24 drank sports drinks weekly.

The same study asked whether people knew that sports drinks contain sugar. About 71 percent did, which means almost three in ten adults did not recognise them as a sugar-sweetened beverage. The growth of zero-sugar versions, such as Gatorade Zero, and of electrolyte powders since then suggests that more consumers now look for hydration without the sugar.

| GROUP                | MEASURE                          | VALUE | YEAR |
|----------------------|----------------------------------|-------|------|
| High school students | At least once in past 7 days     | 52%   | 2023 |
| High school students | At least once per day            | 10.6% | 2019 |
| Adults               | At least once a week             | 22%   | 2011 |
| Adults aged 18 to 24 | At least once a week             | 38%   | 2011 |
| Adults               | Knew sports drinks contain sugar | 71%   | 2011 |

### Nutrition

## Nutrition: sugar, sodium and potassium compared

A standard 20 oz (591 ml) bottle of Gatorade Thirst Quencher in the United States contains 140 calories, 36 g of carbohydrate including 34 g of sugar, 270 mg of sodium and 80 mg of potassium. Powerade in the same size has 130 calories, 34 g of added sugar, 400 mg of sodium and 130 mg of potassium. At 4 grams per teaspoon, 34 g of sugar is about 8.5 teaspoons.

| PRODUCT                  | SERVING  | CALORIES | SUGAR                      | SODIUM | POTASSIUM |
|--------------------------|----------|----------|----------------------------|--------|-----------|
| Gatorade Thirst Quencher | 20 fl oz | 140      | 34 g                       | 270 mg | 80 mg     |
| Gatorade Zero            | 20 fl oz | 5        | 0 g                        | 270 mg | 80 mg     |
| Powerade                 | 20 fl oz | 130      | 34 g                       | 400 mg | 130 mg    |
| BodyArmor                | 16 fl oz | 120      | not stated on source label | 40 mg  | 700 mg    |

BodyArmor takes a different approach, with little sodium (40 mg per 16 oz) and a large amount of potassium (700 mg). Pocari Sweat in Japan contains 25 kcal, 6.2 g of carbohydrate, about 47 mg of sodium and 20 mg of potassium per 100 ml. Converting all the labels to 100 ml makes the differences clear.

Sodium and Potassium in Sports Drinks (mg per 100 ml)Converted from bottle labels; EU claim range for sodium is 46 to 115 mg per 100 ml.

Data:

product nutrition labels for Gatorade Thirst Quencher and Gatorade Zero (PepsiCo), Powerade and BodyArmor (Coca-Cola), Pocari Sweat (Otsuka).

Note:

20 fl oz = 591 ml, 16 fl oz = 473 ml; Pocari sodium derived from 0.12 g salt per 100 ml. Compiled by BusinessStats.Switch to the table for exact figures.

**Two different recipes:** Powerade carries the most sodium, while BodyArmor is built around potassium instead.

On sugar and energy, Gatorade and Powerade both contain about 5.75 g of sugar per 100 ml and 22 to 24 kcal, while Pocari Sweat contains 6.2 g of carbohydrate and 25 kcal. Zero-sugar versions keep the electrolytes but remove almost all of the energy.

Energy Content of Sports Drinks (kcal per 100 ml)Converted from bottle labels.

Data:

product nutrition labels.

Note:

the EU claim conditions require 80 to 350 kcal per litre from carbohydrates, equal to 8 to 35 kcal per 100 ml. Compiled by BusinessStats.Switch to the table for exact figures.

**Similar energy, one exception:** regular sports drinks cluster at 22 to 25 kcal per 100 ml, while zero-sugar versions provide almost none.

The EU Standard

## The EU standard for a sports drink

European law sets out what a drink must contain before it can claim to help endurance or hydration. Under Regulation (EU) 432/2012, which the United Kingdom has retained, a carbohydrate-electrolyte solution may claim that it contributes to the maintenance of endurance performance during prolonged endurance exercise, and that it enhances the absorption of water during physical exercise, but only if it meets four conditions based on a 2011 scientific opinion of the European Food Safety Authority.

| CONDITION                 | REQUIREMENT                                                                                          | PER 100 ML<br>(CALCULATED) |
|---------------------------|------------------------------------------------------------------------------------------------------|----------------------------|
| Energy from carbohydrates | 80 to 350 kcal per litre                                                                             | 8 to 35 kcal               |
| Type of carbohydrate      | At least 75 percent of energy from high-glycaemic carbohydrates (glucose, glucose polymers, sucrose) | n/a                        |
| Sodium                    | 20 to 50 mmol per litre (460 to 1,150 mg)                                                            | 46 to 115 mg               |
| Osmolality                | 200 to 330 mOsm per kg of water                                                                      | n/a                        |

Measured against these rules, the US formulations of Gatorade and Powerade fall within the energy range, and Powerade comfortably within the sodium range. Gatorade, at about 45.6 mg of sodium per 100 ml, sits right at the lower limit, and BodyArmor, at 8.5 mg, is far below it. Zero-sugar drinks cannot qualify for these claims at all, because they provide almost no energy from carbohydrates. A separate claim added in 2021 covers carbohydrate solutions for very long exercise, providing 30 to 90 g of carbohydrate per hour.

Companies

## The companies behind sports drinks

Sports drinks are dominated by two of the largest beverage companies in the world. PepsiCo owns Gatorade, Gatorade Zero and Propel, and Coca-Cola owns Powerade and BodyArmor. In its 2025 annual report, PepsiCo said that it and Coca-Cola accounted for about 16 percent and 20 percent of the US liquid refreshment beverage category by estimated retail sales in measured channels, according to Information Resources, Inc. That is the share of all non-alcoholic drinks, not only sports drinks.

Share of the US Liquid Refreshment Beverage Category, 2025 (%)Estimated retail sales in measured channels; all non-alcoholic drinks, including sports drinks.



Data:

PepsiCo, Annual Report on Form 10-K, fiscal 2025.

Note:

all other companies calculated as the remainder by BusinessStats. Compiled by BusinessStats. Switch to the table for exact figures.

**Two giants, one third of the market:** Coca-Cola and PepsiCo together account for about 36 percent of US non-alcoholic drink sales.

Neither company publishes a sports drink market share in its filings. When PepsiCo merged with Quaker Oats, its registration statement described Gatorade as the leading sports drink in the United States and Canada. Coca-Cola, for its part, says that Powerade is the leading sports beverage brand outside the United States. More on the two groups is available in our reports on [sports brands](#) and [sporting goods](#).

BodyArmor

## BodyArmor: a 5.6 billion dollar bet and two write-downs

BodyArmor, founded in 2011, is the clearest example of how much large companies have been willing to pay for growth in sports drinks. Coca-Cola took a minority stake in 2018 and, on 1 November 2021, bought the remaining 85 percent for 5.6 billion dollars in cash. At the time, Coca-Cola said BodyArmor had more than 1.4 billion dollars in retail sales, was the number two sports drink in measured retail channels and was growing at about 50 percent.

Coca-Cola and BodyArmor: Purchase Price and Trademark Write-Downs (billion US dollars) Cash paid for the remaining stake and non-cash impairment charges on the BodyArmor trademark.

Data:

The Coca-Cola Company, 2021 acquisition release; Q3 and Q4 2024 and Q4 2025 earnings releases filed with the SEC. Compiled by BusinessStats. Switch to the table for exact figures.

**Almost a third written off:** the 1.72 billion dollars of impairments equal about 31 percent of the 2021 purchase price.

Since then the brand has been written down twice. Coca-Cola recorded a 760 million dollar impairment of the BodyArmor trademark in 2024, citing revised projections and higher discount rates. In the fourth quarter of 2025 it recorded a further 960 million dollars, citing a slower projected long-term growth rate for



the category and an intensifying competitive environment. Together the charges come to 1.72 billion dollars.

The write-downs do not mean BodyArmor is shrinking sharply; impairments reflect lower expectations for future cash flows. But the language of the 2025 charge is notable, because it points to slower growth in the sports drink category as a whole and to stronger competition from newer hydration brands.

Coca-Cola Volumes

## Coca-Cola sports drink volumes: down in 2024, up in 2025

Coca-Cola is the only major company that reports the performance of sports drinks as a separate line every quarter, as the change in unit case volume across all its markets. The pattern since 2024 shows a category that stalled and then recovered. Sports drink volume fell 3 percent in the third quarter of 2024 and 1 percent for the full year, then grew 3 percent in the third quarter of 2025 and 5 percent in the fourth quarter.

Coca-Cola Sports Drinks: Change in Unit Case Volume, 2024 and 2025 (%) Year-on-year change, all markets; covers Powerade, BodyArmor and other sports drink brands.

Data:

The Coca-Cola Company, earnings releases for Q3 2024, Q4 and full year 2024, Q3 2025 and Q4 and full year 2025. Compiled by BusinessStats. Switch to the table for exact figures.

**Back to growth:** after a weak 2024, Coca-Cola sports drink volume rose in the second half of 2025, and the company says the category gained global value share.

Coca-Cola said its sports drinks gained global value share in 2025. A unit case equals 24 eight-ounce servings, about 5.7 litres, so even small percentage changes represent large volumes for a company of this size.

Pocari Sweat

## Pocari Sweat: the Asian sports drink giant

In Asia, the best-known sports drink is Pocari Sweat, made by Otsuka Pharmaceutical. Otsuka reports that cumulative sales passed 3 billion units in 1987, 10 billion in 1993, 20 billion in 1998 and 30 billion in 2008.

Otsuka also runs hydration awareness programmes in more than 20 countries and regions.

Pocari Sweat Cumulative Units Sold, 1987 to 2008 (billion)Cumulative total since launch in 1980.

Data:

Otsuka Holdings, corporate history of Pocari Sweat.

Note:

Otsuka has not published a more recent cumulative total. Compiled by BusinessStats.Switch to the table for exact figures.

**Ten billion units in five years:** sales accelerated sharply in the 1990s as the brand spread across Asia.

Otsuka does not publish Pocari Sweat sales separately in its main financial statements. Its Nutraceuticals business, which includes Pocari Sweat as one of its largest products, had revenue of 577.7 billion yen in 2025, up 3.7 percent from 557.0 billion yen in 2024. Otsuka said Pocari Sweat sales were on par with the previous year.

New Challengers

## New challengers: powders, rehydration drinks and creator brands

The fastest change in the category has come from outside the classic bottled sports drink. Unilever bought Liquid I.V., an electrolyte drink mix, in 2020 and says the brand has since grown more than four times larger. In 2024 Unilever said Liquid I.V. was the largest brand in its 1.9 billion euro Health and Wellbeing Collective, and that it ranked first by dollar share in US functional hydration powders, based on Circana retail data.

Electrolit, an oral rehydration drink made by Grupo PiSA in Mexico, signed a long-term US sales and distribution partnership with Keurig Dr Pepper in October 2023. The companies said Electrolit generated more than 400 million dollars in US retail sales, had grown more than tenfold in five years and was a top five trademark in sports hydration.

| BRAND      | OWNER                                          | FIGURE                                                                    | DATE |
|------------|------------------------------------------------|---------------------------------------------------------------------------|------|
| BodyArmor  | Coca-Cola                                      | more than 1.4 billion dollars retail sales, number 2 in measured channels | 2021 |
| Electrolit | Grupo PiSA (US distribution: Keurig Dr Pepper) | more than 400 million dollars US retail sales                             | 2023 |

|                 |                     |                                                                          |              |
|-----------------|---------------------|--------------------------------------------------------------------------|--------------|
| Liquid I.V.     | Unilever            | more than four times larger since 2020; number 1 in US hydration powders | 2024 to 2025 |
| Prime Hydration | Prime Hydration LLC | company claim of more than 1.2 billion dollars annual sales (not filed)  | 2023         |

Prime Hydration, launched in 2022 by internet personalities Logan Paul and KSI, said on social media in 2023 that it was set to pass 1.2 billion dollars in annual sales. The company is private and has published no audited figures, so that number remains a company claim. Its rise was driven largely by social media marketing, a channel tracked in our report on [social media ad spend worldwide](#). Brand growth on social platforms is tracked in our report on [countries with the most TikTok users](#).

## Taxes and Rules

### Taxes and rules: the UK levy and US school limits

In the United Kingdom, sports drinks with added sugar are covered by the Soft Drinks Industry Levy, which has applied since April 2018. There is no exemption for sports drinks. Drinks with 5 g to under 8 g of total sugar per 100 ml paid 18 pence per litre and those with 8 g or more paid 24 pence until March 2025. From April 2025 the rates rose to 19.4 pence and 25.9 pence.

| BAND        | SUGAR PER 100 ML | RATE TO MARCH 2025 | RATE FROM APRIL 2025 |
|-------------|------------------|--------------------|----------------------|
| No levy     | under 5 g        | 0                  | 0                    |
| Lower band  | 5 g to under 8 g | 18p per litre      | 19.4p per litre      |
| Higher band | 8 g or more      | 24p per litre      | 25.9p per litre      |

A drink made to the US Gatorade or Powerade recipe, at about 5.75 g of sugar per 100 ml, would fall in the lower band. The levy raised 327 million pounds in provisional receipts in the 2024 to 2025 financial year, with 98 percent of liabilities at the higher rate. The government has announced that from January 2028 the lower threshold will fall from 5 g to 4.5 g per 100 ml. Population figures behind these receipts are in our [UK population](#) report.

In the United States there is no federal tax on sports drinks, but the USDA Smart Snacks in School rules limit what can be sold in schools. In high schools, lower-calorie drinks are limited to 40 kcal per 8 oz or 60 kcal per 12 oz, in containers of up to 12 oz, and calorie-free drinks to 5 kcal per 8 oz. A regular 20 oz Gatorade, at 140 kcal, does not qualify, while zero-sugar versions can.



UK Soft Drinks Industry Levy Rates (pence per litre) Applies to drinks with added sugar, including sports drinks.

Data:

HMRC, Soft Drinks Industry Levy statistics.

Note:

drinks under 5 g of sugar per 100 ml pay nothing; threshold falls to 4.5 g from January 2028. Compiled by BusinessStats. Switch to the table for exact figures.

**Rates rose about 8 percent in 2025:** both bands were uprated for the first time since the levy began in 2018.

Health Advice

## Health advice: water first for most people

Medical guidance is consistent that most people do not need sports drinks. In its 2011 clinical report, the American Academy of Pediatrics concluded that sports drinks in place of water are generally unnecessary for the average child taking part in routine physical activity, and recommended promoting water, not sports or energy drinks, as the main source of hydration for children and adolescents.

Sports drinks are intended for prolonged, intense exercise or heavy sweating, when replacing salt and carbohydrate helps performance. For short or light activity, the sugar adds calories without a clear benefit. That is why both the CDC and pediatricians track sports drinks alongside sodas and other sugar-sweetened beverages, and why many companies have expanded zero-sugar ranges. How dietary habits vary in other categories is covered in our reports on [Greek yogurt](#), the wider [yogurt market](#) and the [top ice cream brands](#).

Key Facts

## Sports drinks in eight numbers

52% US teens drinking weekly CDC YRBS 2023. 10.6% US teens drinking daily CDC YRBS 2019. 34g Sugar in 20 oz Gatorade About 8.5 teaspoons. 400mg Sodium in 20 oz Powerade Highest of the US brands. \$5.6B BodyArmor buyout Coca-Cola, 2021. \$1.72B BodyArmor impairments 2024 and 2025. +5% Coca-Cola sports drink volume Q4 2025. \$500M+ Gatorade royalties to Florida University of Florida. FAQ

## Sports drink questions answered with official data

In the 2023 CDC Youth Risk Behavior Survey, about 52 percent of US high school students drank at least one sports drink in the past seven days. In 2019, 10.6 percent drank one every day.

A 20 oz bottle of Gatorade Thirst Quencher in the US contains 34 g of sugar, about 8.5 teaspoons, and 140 calories. Gatorade Zero contains no sugar.

Among the US bottles compared here, Powerade has the most sodium, 400 mg per 20 oz, while BodyArmor has the most potassium, 700 mg per 16 oz.

PepsiCo, which acquired Gatorade through its merger with Quaker Oats, completed on 2 August 2001. Gatorade was invented at the University of Florida in 1965.

The Coca-Cola Company owns both. It bought the remaining 85 percent of BodyArmor for 5.6 billion dollars in November 2021.

Coca-Cola recorded impairments of 760 million dollars in 2024 and 960 million dollars in Q4 2025, citing revised projections, higher discount rates, slower expected category growth and more competition.

To make sports performance claims, a carbohydrate-electrolyte solution must provide 80 to 350 kcal per litre from carbohydrates, contain 460 to 1,150 mg of sodium per litre and have an osmolality of 200 to 330 mOsm per kg.

Yes. Sports drinks with added sugar and 5 g or more of sugar per 100 ml pay the Soft Drinks Industry Levy: 19.4p per litre in the lower band and 25.9p in the higher band from April 2025.

The American Academy of Pediatrics says sports drinks are generally unnecessary for children doing routine physical activity and recommends water as the main source of hydration.

### Sources

[Centers for Disease Control and Prevention](#) - Youth Risk Behavior Survey Data Summary and Trends Report 2013 to 2023; MMWR Supplement 69(1), 2020.

[CDC Stacks](#) - Zytnick et al., sports drink consumption among US adults, American Journal of Health Promotion.

[American Academy of Pediatrics](#) - Clinical report: Sports drinks and energy drinks for children and adolescents, Pediatrics, 2011.



[Commission Regulation \(EU\) No 432/2012](#) - authorised health claims for carbohydrate-electrolyte solutions, and EFSA Journal 2011 opinion.

[HM Revenue and Customs](#) - Soft Drinks Industry Levy statistics and 2026 policy paper.

[US Department of Agriculture](#) - Smart Snacks in School standards, 7 CFR 210.11.

[PepsiCo](#) - Form 10-K 2025 and Quaker Oats merger documents, 2001.

[The Coca-Cola Company](#) - BodyArmor acquisition release and quarterly earnings releases 2024 to 2025.

[Otsuka Holdings](#) - Pocari Sweat history and fiscal 2025 financial results.

[University of Florida](#) - history of Gatorade and royalties.

[Keurig Dr Pepper](#), [Unilever](#) and [GSK](#) - company announcements.

Nutrition values are taken from US product labels for the 20 oz and 16 oz bottles and the Japanese Pocari Sweat label; values per 100 ml, teaspoons of sugar, the share of US teens who drank sports drinks and totals of impairments are BusinessStats calculations. Company sales figures are as stated by the companies. The previous edition of this page quoted private market-size and market-share estimates that could not be verified from primary sources; they have been removed.

## STATISTICS REPORT

# Yogurt in America: The Numbers Behind a Dairy Boom

 Updated Oct 12, 2026 · [businessstats.com/yogurt](https://businessstats.com/yogurt)

|                                           |                                           |                                             |
|-------------------------------------------|-------------------------------------------|---------------------------------------------|
| <b>5.29B lb</b><br>US YOGURT OUTPUT, 2025 | <b>+5.4%</b><br>JANUARY TO AUGUST 2026    | <b>154</b><br>YOGURT PLANTS, 2025           |
| <b>14.5 lb</b><br>EATEN PER PERSON, 2024  | <b>\$1.58</b><br>PRICE PER 8 OZ, AUG 2026 | <b>2 cups</b><br>WEEKLY AMOUNT IN FDA CLAIM |

## Overview

### The US yogurt business at a glance

Yogurt is milk that has been fermented by lactic acid bacteria, which thicken it and give it its sour taste. In the United States it is sold as plain or flavoured cups and tubs, as drinkable yogurt, as strained styles such as Greek and Icelandic skyr, and in frozen form. Federal statistics follow the product from the plant to the plate: USDA counts how many pounds factories produce each month, estimates how much is available per person each year, and the Bureau of Labor Statistics tracks what a typical 8 ounce portion costs in stores.

Those official series tell a clear story. After a long rise in the 2000s and early 2010s, a few flat years followed, and since 2023 output has climbed again to new highs. This report uses only verifiable primary sources. Estimates of the market value in dollars, which vary widely between private research firms, have been left out, and so have brand shares from retail scanner data, which are not public. The strained segment has its own page in our [Greek yogurt statistics](#), so this report treats it only briefly.

+77% Output growth, 2005 to 2025  
 2.99B lb to 5.29B lb  
 34.3M lb Average output per plant  
 2025, 154 plants  
 0.05 cups Yogurt eaten per person per day  
 ERS, cup-equivalents  
 3 servings Daily dairy in 2025 to 2030 guidelines  
 Released January 2026. Record Output

## Record output: 5.29 billion pounds made in 2025

The Dairy Products 2025 Summary, released by NASS on 24 April 2026, reported US production of plain and flavoured yogurt at 5,288.6 million pounds. That was 414 million pounds, or 8.5 percent, more than the revised 2024 total of 4,874.5 million pounds, which in turn was 6.2 percent above 2023. Two consecutive years of strong growth followed a decade in which output hardly moved.

US Yogurt Production at Five-Year Intervals, 2005 to 2025 (billion pounds) Frozen yogurt is excluded and reported separately in gallons.

Data:

USDA NASS.

Note:

2005 and 2010 are full-year totals from the February reports of 2007 and 2011; 2015, 2020 and 2025 are from the annual summaries. 2025 is subject to revision in April 2027. Compiled by BusinessStats. Switch to the table for exact figures.

**Three quarters more yogurt than in 2005:** after a strong rise to 2010, output stalled for a decade, then jumped to a record in 2025.

The long view shows two growth phases. Between 2005 and 2010 production rose by about 1.18 billion pounds, from 2.99 billion to 4.17 billion, an average gain of almost 7 percent a year. The 2006 total of 3,111.2 million pounds and the 2009 total of 3,832.0 million pounds show how steady that climb was. From 2010 to 2020 the picture changed: output reached 4,645.6 million pounds in 2015 and then slipped to 4,509.9 million pounds in 2020. The latest phase added almost 780 million pounds in five years.

| YEAR | PRODUCTION (MILLION POUNDS) | CHANGE        | NASS RELEASE         |
|------|-----------------------------|---------------|----------------------|
| 2005 | 2,989.8                     | n/a           | February 2007 report |
| 2006 | 3,111.2                     | +4.1% on 2005 | February 2007 report |
| 2009 | 3,832.0                     | n/a           | February 2011 report |
| 2010 | 4,171.4                     | +8.9% on 2009 | February 2011 report |
| 2015 | 4,645.6                     | n/a           | 2016 Summary         |
| 2016 | 4,455.8                     | -4.1% on 2015 | 2016 Summary         |

|      |         |               |                        |
|------|---------|---------------|------------------------|
| 2023 | 4,590.5 | n/a           | 2024 Summary           |
| 2024 | 4,874.5 | +6.2% on 2023 | 2025 Summary (revised) |
| 2025 | 5,288.6 | +8.5% on 2024 | 2025 Summary           |

The industry did not need many more factories to achieve this. NASS counted 152 plants making yogurt in 2015, 155 in 2016 and 154 in both 2024 and 2025. Average output per plant therefore rose from about 30.6 million pounds in 2015 to about 34.3 million pounds in 2025, which reflects bigger lines in existing sites rather than a wave of new entrants. The new capacity announced by Chobani and Danone, described below, could push that average higher still.

2026 So Far

## 2026 so far: every month ahead of last year

The NASS Dairy Products report released on 5 October 2026 covers production through August. Plants made 3,723.9 million pounds of yogurt in the first eight months of 2026, against 3,533.1 million pounds in the same period of 2025, an increase of 5.4 percent. Growth has been positive in every month, ranging from 1.6 percent in August to 8.1 percent in May.

Monthly Output of American Yogurt Plants, January to August, 2025 and 2026 (million lb) Includes plain and flavored products; 2026 values are preliminary.

Data:

USDA NASS, Dairy Products (October 2026 release, covering August 2026).

Note:

monthly estimates are revised the following month and again in the annual summary. Compiled by BusinessStats. Switch to the table for exact figures.

**Eight for eight:** each month of 2026 has produced more yogurt than the same month of 2025, with March the strongest at 492.3 million pounds.

March was the busiest month of 2026 at 492.3 million pounds, almost 32 million pounds above March 2025 and higher than any month in 2025. Output also follows the calendar. In 2025 the four weakest months were January, February, November and December, all below 420 million pounds, and the gap between the strongest month (September, 465.0 million pounds) and the weakest (February, 415.1 million pounds) was

about 12 percent.

| MONTH    | 2025  | 2026  | CHANGE | CUMULATIVE CHANGE |
|----------|-------|-------|--------|-------------------|
| January  | 417.7 | 439.2 | +5.2%  | +5.2%             |
| February | 415.1 | 447.8 | +7.9%  | +6.5%             |
| March    | 460.6 | 492.3 | +6.9%  | +6.6%             |
| April    | 451.4 | 463.2 | +2.6%  | +5.6%             |
| May      | 441.5 | 477.2 | +8.1%  | +6.1%             |
| June     | 436.7 | 457.7 | +4.8%  | +5.9%             |
| July     | 449.4 | 478.2 | +6.4%  | +6.0%             |
| August   | 460.9 | 468.3 | +1.6%  | +5.4%             |

What does that imply for the year as a whole? If September to December 2026 merely repeat the 1,755.5 million pounds made in those months of 2025, full-year output would reach about 5.48 billion pounds, another record and roughly 3.6 percent above 2025. If the 5.4 percent pace holds, the total would be close to 5.57 billion pounds. Both figures are BusinessStats calculations, not USDA forecasts; NASS does not project yogurt output.

Against Other Dairy

## How yogurt compares with the rest of the dairy case

Yogurt was the fastest-growing major dairy product made in US plants in 2025. According to the same NASS annual summary, butter output rose 6.7 percent to 2.39 billion pounds and total cheese, excluding cottage cheese, rose 4.0 percent to 14.80 billion pounds. Frozen categories moved the other way: regular ice cream fell 9.2 percent to 845.1 million gallons, frozen yogurt fell 3.9 percent and yogurt mix 6.1 percent.

Change in US Dairy Product Output, 2025 vs 2024 (%)Yogurt, butter and cheese in pounds; frozen products and yogurt mix in gallons.

Data:

USDA NASS, Dairy Products 2025 Summary.

Note:

cheese excludes cottage cheese; ice cream is regular hard and soft total as reported. Compiled by BusinessStats.Switch to the table for exact figures.

**Chilled up, frozen down:** yogurt led dairy growth in 2025 while ice cream and frozen yogurt both shrank.

On the consumption side, USDA Economic Research Service figures published in December 2025 show the same tilt. Per capita availability of yogurt, frozen excluded, reached 14.5 pounds in 2024, up about 6 percent on 2023 and only 0.4 pounds below the 2013 peak. Cheese held at 41.9 pounds per person, butter reached an all-time high of 6.8 pounds and cottage cheese rose to 2.4 pounds, its highest since 2009, while fluid milk slipped to 127 pounds.

| PRODUCT                          | POUNDS PER PERSON | NOTE                      |
|----------------------------------|-------------------|---------------------------|
| Fluid milk                       | 127               | down 69 pounds since 2000 |
| Total cheese                     | 41.9              | unchanged on 2023         |
| Yogurt (excluding frozen)        | 14.5              | up about 6% on 2023       |
| Regular ice cream                | 12.0              | up on 2023                |
| Butter                           | 6.8               | all-time high             |
| Cottage cheese                   | 2.4               | highest since 2009        |
| All dairy, milk-equivalent basis | 651               | down 6 pounds on 2023     |

Per capita figures are calculated from supply: production plus imports and stock changes, minus exports, divided by the population. They measure food available for eating, not food actually eaten, because some is wasted. The rise in yogurt per person is also slower than the rise in production, partly because the US population keeps growing; our [US population statistics](#) show the denominator behind these numbers. The year-by-year per capita series since 2000 is charted in our Greek yogurt report.

How Much We Eat

## How much yogurt Americans actually eat

Pounds per person can make yogurt look like a large part of the diet. A different ERS measure tells a more modest story. In its loss-adjusted food availability data, which allow for spoilage and plate waste, ERS estimates that Americans consumed about 1.5 cup-equivalents of dairy per person per day in 2021. Cheese supplied 0.74 cups and fluid milk 0.5 cups, but yogurt only about 0.05 cups, even though yogurt intake had

grown about fivefold since 1981.

Where Daily Dairy Intake Comes From, United States, 2021 (cup-equivalents) Loss-adjusted availability per person per day; total about 1.5 cups.

Data:

USDA ERS, Food Availability (Per Capita) Data System.

Note:

other dairy is the remainder of the 1.5 cup total, calculated by BusinessStats. Compiled by BusinessStats. Switch to the table for exact figures.

**A thin slice:** yogurt supplies about 3 percent of the dairy cup-equivalents Americans consume each day, against roughly half from cheese.

Set against official advice, the gap is large. The 2025 to 2030 Dietary Guidelines for Americans, released by USDA and the Department of Health and Human Services on 7 January 2026, keep the recommendation at 3 servings of dairy a day and, unlike earlier editions, emphasise whole and full-fat dairy, naming yogurt among suitable foods. ERS noted that the 1.5 cups consumed in 2021 was about half of the amount recommended for a 2,000 calorie diet under the previous, 2020 to 2025, guidelines.

A second benchmark is the FDA qualified health claim discussed below, which refers to at least 2 cups of yogurt a week. At 0.05 cup-equivalents a day, the average American eats about 0.35 cups a week, or roughly one sixth of that amount. Averages hide wide differences between regular eaters and people who never buy yogurt, but they show how much room the category still has. The age structure that shapes these habits is set out in our data on the [US population by sex and age](#).

Yogurt in the American diet, in numbers

- 1.5 cup-equivalents of dairy per person per day in 2021, about half the recommended amount (ERS).
- 0.05 cups of that came from yogurt, about fivefold the 1981 level of nearly 0.01 cups (ERS).
- 3 servings of dairy a day remain the recommendation in the 2025 to 2030 Dietary Guidelines, with whole-fat options now encouraged.
- 2 cups (3 servings) a week is the intake referred to in the FDA qualified health claim for type 2 diabetes.

Types Compared

## Plain, low-fat, skim and fruit yogurt compared

Nutrient content varies more between yogurt types than many shoppers assume. USDA FoodData Central reference values per 100 grams show that plain whole-milk yogurt has 61 kcal, 3.47 g of protein, 3.25 g of fat and 4.66 g of sugars, all of it natural milk sugar. Plain low-fat yogurt has 63 kcal, 5.25 g of protein and 7.04 g of sugars. The skim-milk version has the fewest calories, 56 kcal, with protein at 5.73 g and sugars at 7.68 g.

Protein and Sugars in Four Common Yogurt Types (grams per 100 g) USDA reference values; branded products vary.

Data:

USDA FoodData Central, SR Legacy: Yogurt, plain, whole milk; plain, low fat; plain, skim milk (13 g protein per 8 oz); fruit, low fat (10 g protein per 8 oz). Compiled by BusinessStats. Switch to the table for exact figures.

**Fruit adds sugar fast:** fruit low-fat yogurt carries about four times the sugars of plain whole-milk yogurt per 100 grams.

Fruit yogurt changes the profile sharply. The USDA entry for low-fat fruit yogurt lists 102 kcal and 19.1 g of total sugars per 100 grams, about 2.5 times the sugars in plain low-fat yogurt; the extra comes from the fruit preparation and sweeteners. In a typical 6 ounce (170 g) cup that is about 32 g of sugars. Calcium, by contrast, is high across all types: 121 mg per 100 grams in whole-milk yogurt, 152 mg in low-fat fruit, 183 mg in low-fat plain and about 200 mg in skim plain.

| TYPE              | ENERGY   | PROTEIN | FAT    | SUGARS | CALCIUM      |
|-------------------|----------|---------|--------|--------|--------------|
| Plain, whole milk | 61 kcal  | 3.47 g  | 3.25 g | 4.66 g | 121 mg       |
| Plain, low fat    | 63 kcal  | 5.25 g  | 1.55 g | 7.04 g | 183 mg       |
| Plain, skim milk  | 56 kcal  | 5.73 g  | 0.18 g | 7.68 g | about 200 mg |
| Fruit, low fat    | 102 kcal | 4.37 g  | 1.08 g | 19.1 g | 152 mg       |

These reference values are useful for comparison, not as a label for any particular brand. Many newer products are sold on protein content and reduced sugar, and the guidelines now favour whole-fat dairy, which reverses decades of advice that pushed shoppers towards low-fat and nonfat cups. Sugar in other everyday products is compared in our [sports drink statistics](#).

## The Diabetes Claim

### The FDA diabetes claim: limited evidence, 2 cups a week

On 1 March 2024 the Food and Drug Administration announced that it would not object to a qualified health claim linking yogurt with a lower risk of type 2 diabetes, provided the claim is worded to reflect limited evidence. The decision answered a petition from Danone North America, filed under docket FDA-2019-P-1594. The claim applies to all yogurts that meet the federal standard of identity, regardless of fat or sugar content.

| ITEM             | DETAIL                                                                                                                                                                             |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Announced        | 1 March 2024, letter of enforcement discretion                                                                                                                                     |
| Petitioner       | Danone North America (docket FDA-2019-P-1594)                                                                                                                                      |
| Example wording  | Eating yogurt regularly, at least 2 cups (3 servings) per week, may reduce the risk of type 2 diabetes. FDA has concluded that there is limited information supporting this claim. |
| Evidence rating  | some credible evidence, but limited                                                                                                                                                |
| Products covered | yogurts meeting the FDA standard of identity                                                                                                                                       |
| Basis            | yogurt as a whole food, not any single nutrient                                                                                                                                    |

The scale of the condition explains why the claim matters commercially. The CDC National Diabetes Statistics Report estimates that 40.1 million people in the United States, 12.0 percent of the population, had diagnosed or undiagnosed diabetes in 2023, and that 115.2 million adults had prediabetes. A qualified claim is weaker than an authorised health claim, however: the FDA rated the evidence as limited, and the label wording must say so.

The standard of identity referred to in the claim was itself updated recently. The FDA published a final rule on 11 June 2021 that revoked the standalone low-fat and nonfat yogurt standards and modernised the main one, with compliance required from 1 January 2024. The detailed requirements on milkfat, milk solids and acidity are explained in our Greek yogurt report.

## Retail Prices

## Retail prices: from 1.06 to 1.58 dollars per 8 ounces

The Bureau of Labor Statistics has published an average US city price for yogurt, per 8 ounces, since April 2018. It started at 1.057 dollars. The price climbed slowly to about 1.25 dollars by the end of 2020, then rose sharply with general food inflation in 2022 and 2023 and peaked at 1.700 dollars in September 2024, 61 percent above the first reading.

Average US Retail Price of Yogurt, 2018 to 2026 (dollars per 8 ounces) Annual average of monthly prices; 2018 from April, 2026 to August.

Data:

US Bureau of Labor Statistics, average price, yogurt per 8 oz (226.8 g), US city average, not seasonally adjusted.

Note:

2018 covers April to December, 2025 excludes October (no value published) and 2026 covers January to August. Compiled by BusinessStats. Switch to the table for exact figures.

**Up by half, then a pause:** the average price rose from 1.06 dollars in 2018 to 1.63 dollars in 2024 before easing.

Since then prices have eased and then stabilised. Monthly readings fell to 1.489 dollars in January 2025, and the 2025 average, based on the 11 months published, was 1.526 dollars, about 6 percent below 2024. No October 2025 figure was published after the federal shutdown disrupted data collection. In 2026 the price has moved in a narrow band between 1.498 and 1.587 dollars, and the August 2026 reading of 1.584 dollars is 6 percent above August 2025 but still below the 2024 peak.

| YEAR | ANNUAL AVERAGE | MONTHS            | CHANGE |
|------|----------------|-------------------|--------|
| 2018 | \$1.064        | April to December | n/a    |
| 2019 | \$1.115        | 12                | n/a    |
| 2020 | \$1.205        | 12                | +8.1%  |
| 2021 | \$1.224        | 12                | +1.6%  |
| 2022 | \$1.393        | 12                | +13.8% |
| 2023 | \$1.553        | 12                | +11.5% |

|      |         |                   |       |
|------|---------|-------------------|-------|
| 2024 | \$1.626 | 12                | +4.7% |
| 2025 | \$1.526 | 11 (no October)   | -6.2% |
| 2026 | \$1.549 | January to August | n/a   |

An older BLS series for natural fruit-flavoured yogurt, discontinued in 2003, shows the long-run trend: 8 ounces cost 0.449 dollars in January 1980 and 0.813 dollars in March 2003. The two series are not directly comparable, because the product definition changed, but together they suggest the price of a cup has risen about three and a half times since 1980. For the wider inflation context see our [monthly US inflation rate](#) data.

Who Makes It

## Who makes the yogurt: deals and new plants

Three groups shape the US yogurt aisle: Danone, Chobani and, since 2025, Lactalis, the French dairy group that bought the Yoplait business in the United States. None publishes US yogurt sales separately, so company figures below come from deal announcements, results releases and investment statements, not from market share data.

The biggest change of recent years was the exit of General Mills. On 12 September 2024 it agreed to sell its yogurt operations in the US and Canada to Lactalis and Sodialal for 2.1 billion dollars in cash. The business, which included Yoplait, Liberte, Go-Gurt, Oui, Mountain High and :ratio, had net sales of about 1.5 billion dollars in fiscal 2024 and plants in Murfreesboro, Tennessee, Reed City, Michigan and Saint-Hyacinthe, Quebec. The US part went to Lactalis on 30 June 2025, after it had brought in roughly 1.2 billion dollars of General Mills revenue in fiscal 2025.

| DATE        | COMPANY       | MOVE                                                                         | FIGURE                      |
|-------------|---------------|------------------------------------------------------------------------------|-----------------------------|
| 12 Sep 2024 | General Mills | Agrees sale of North American yogurt to Lactalis (US) and Sodialal (Canada)  | 2.1 billion dollars         |
| Jan 2025    | Sodialal      | Completes purchase of the Canadian business, including Saint-Hyacinthe plant | part of 2.1 billion dollars |
| 19 Mar 2025 | Chobani       | Breaks ground on Twin Falls, Idaho expansion                                 | about 500 million dollars   |
| Apr 2025    | Chobani       | Breaks ground on Rome, New York plant                                        | 1.2 billion dollars         |

|             |          |                                                                       |                                |
|-------------|----------|-----------------------------------------------------------------------|--------------------------------|
| 30 Jun 2025 | Lactalis | Completes purchase of the US business (Yoplait, Go-Gurt, Oui, :ratio) | sales near 1.2 billion dollars |
| Aug 2025    | Danone   | Announces Minster, Ohio yogurt plant expansion                        | about 48,000 sq ft, 30 jobs    |
| 16 Oct 2025 | Chobani  | Raises new equity capital                                             | 650 million dollars            |

Chobani, founded in 2005 and privately owned, is investing most heavily. In March 2025 it began an expansion of its Twin Falls, Idaho plant worth about 500 million dollars, adding more than 500,000 square feet to reach 1.6 million square feet with 24 production lines. The company said the project would raise output there by 50 percent and create at least 160 jobs on top of more than 1,200 employees, and that it expected to buy nearly 2 billion pounds of Idaho milk in 2025. In October 2025 it raised 650 million dollars of equity to help fund Twin Falls and its new Rome, New York, factory costing 1.2 billion dollars.

Danone, owner of Dannon, Oikos, Activia and Light and Fit, reports North America as a separate region. That region had sales of 6.32 billion euros in 2025, with like-for-like growth of 2.0 percent, slowing to 0.7 percent in the fourth quarter. It also includes coffee creamers and plant-based drinks, so it is not a yogurt figure, but Danone said its high-protein yogurt range kept growing by double digits in the quarter while the rest of its yogurt portfolio was still a work in progress. In August 2025 it announced an expansion of its yogurt plant in Minster, Ohio, which makes Oikos, Activia, Dannon and Danimals, adding about 48,000 square feet and 30 jobs and lifting its milk purchases there by 60 percent over the following years.

Taken together, the announced projects point to a substantial increase in US capacity from 2026 onward. NASS data will show whether demand keeps pace; so far the 5.4 percent rise in 2026 output suggests it is. Food manufacturing in a neighbouring market is the subject of our report on the [food industry in Mexico](#).

Frozen Yogurt

## Frozen yogurt: output down by almost half since 2005

Frozen yogurt is counted separately by NASS, in gallons rather than pounds, and its trend runs opposite to chilled yogurt. Production was about 65 million gallons in both 2005 and 2006, peaked at 74.2 million gallons in 2015 and then fell to 66.9 million gallons in 2016. By 2024 it had more than halved to 35.5 million gallons, and in 2025 it slipped again to 34.1 million gallons.

US Frozen Yogurt Production, Selected Years (million gallons) Total frozen yogurt, all fat levels, hard and soft.

Data:

USDA NASS.

Note:

2005 and 2006 from the February 2007 report; 2015 and 2016 from the 2016 Summary; 2024 and 2025 from the 2025 Summary. Compiled by BusinessStats. Switch to the table for exact figures.

**Half the volume of a decade ago:** frozen yogurt output fell by more than 50 percent between 2015 and 2025.

Production in 2026 has been almost flat: 23.8 million gallons from January to August, 0.3 percent more than a year earlier. In 2025 NASS counted 59 plants making regular and low-fat hard frozen yogurt and 21 making the nonfat kind. Ice cream, the larger frozen category, also shrank in 2025 and is featured in our ranking of the [top ice cream brands](#). Both trends contrast with the growth of chilled yogurt.

Greek and Canada

## Related markets: Greek yogurt and Canada

Greek yogurt, made by straining or by adding milk protein, drove the growth of the 2000s and remains the engine of the protein trend. Because USDA counts Greek and regular yogurt together, official data cannot measure its share. Its nutrition, the New York production base, the acid whey by-product and the Chobani Rome plant are covered in detail in our [report on Greek yogurt in the US](#).

North of the border, the General Mills sale reshaped the market too. Sodial, the French dairy cooperative, took over the Canadian business, including Liberte and the plant in Saint-Hyacinthe, Quebec, in January 2025. Canada runs a supply-managed dairy system with its own statistics, so its figures are not comparable with USDA data; they are set out in our analysis of the [Canadian yogurt market](#).

Global Context

## Global context: the US against Europe

There is no official global count of yogurt production, because many countries do not report it separately. The European Union is the best-documented comparison. Eurostat reports that EU dairies produced 7.8

million tonnes of acidified milk products, mainly yogurt, in 2023, a year in which EU farms produced 160.8 million tonnes of raw milk. Germany accounted for 27 percent, the Netherlands for 17 percent and Poland for 10 percent.

| AREA           | PRODUCT MEASURED                          | VOLUME                                          | YEAR |
|----------------|-------------------------------------------|-------------------------------------------------|------|
| United States  | yogurt, plain and flavored                | 5.29 billion pounds (about 2.40 million tonnes) | 2025 |
| European Union | acidified milk products, including yogurt | 7.8 million tonnes                              | 2023 |
| Germany        | share of EU acidified milk output         | 27%                                             | 2023 |
| Netherlands    | share of EU acidified milk output         | 17%                                             | 2023 |

Converted to metric units, US production of about 2.40 million tonnes in 2025 is roughly 30 percent of the EU total, although the EU category is broader and also covers other fermented milks. On the company side, Danone reported global sales of 27.3 billion euros in 2025, of which 13.2 billion euros came from its Essential Dairy and Plant-Based division, with like-for-like growth of 3.5 percent. For the population behind these markets see our [world population](#) figures.

## Outlook

### Outlook: more capacity, and a test of demand

Official data point to a third consecutive year of growth. With US production up 5.4 percent to August, 2026 is on course for a new record of roughly 5.5 billion pounds, based on the BusinessStats scenarios above. The final figure will come in the NASS annual summary in April 2027, which may also revise 2025.

Three forces are likely to shape the next few years. New capacity from Chobani in Idaho and New York and from Danone in Ohio will add supply. Dietary guidance has turned in favour of whole-fat dairy and protein, and the FDA claim gives brands a regulated way to talk about diabetes risk. On the other side, retail prices remain about 40 percent higher than in 2019, and per capita intake, while rising, is still slightly below its 2013 peak. How consumers respond to price will be visible first in the monthly NASS reports and BLS price data, and is worth reading alongside the [energy drinks](#) and other functional categories competing for the same snack occasions.

## Key Facts



## US yogurt in eight numbers

5.29B lb Yogurt produced in 2025 Record, up 8.5%. 3.72B lb Produced January to August 2026 Up 5.4%. 492.3M lb Biggest month of 2026 March. 154 Plants making yogurt NASS, 2025. 14.5 lb Per capita availability ERS, 2024. 19.1g Sugars per 100 g, fruit low-fat USDA FoodData Central. \$1.70 Peak price per 8 oz September 2024. \$2.1B Price of the General Mills exit US and Canada deal, 2024. FAQ

## Yogurt questions answered with USDA, FDA and company data

According to USDA NASS, US plants made 5,288.6 million pounds of plain and flavored yogurt in 2025, an all-time high and 8.5 percent above 2024. From January to August 2026 output was 3,723.9 million pounds, up 5.4 percent.

The ERS figure for 2024 is 14.5 pounds per person, excluding frozen yogurt, up about 6 percent on 2023. Adjusted for waste, that is about 0.05 cup-equivalents per person per day.

Yes. Production rose 6.2 percent in 2024 and 8.5 percent in 2025, and per capita availability is close to its 2013 peak of about 14.9 pounds.

The BLS average price of 8 ounces of yogurt was 1.584 dollars in August 2026. It peaked at 1.700 dollars in September 2024 and averaged 1.526 dollars in 2025.

On 1 March 2024 the FDA allowed a qualified health claim that eating at least 2 cups (3 servings) of yogurt a week may reduce the risk of type 2 diabetes, with wording that makes clear the evidence is limited.

Among USDA reference values, low-fat fruit yogurt has the most, 19.1 g per 100 g, compared with 4.66 g in plain whole-milk yogurt and 7.04 g in plain low-fat yogurt.

Lactalis. General Mills sold the US business (Yoplait, Go-Gurt, Oui and :ratio) to Lactalis on 30 June 2025 as part of a 2.1 billion dollar North American deal; Sodial bought the Canadian business.

NASS counted 154 plants producing plain and flavored yogurt in both 2024 and 2025, compared with 152 in 2015.

Yes. NASS data show frozen yogurt output of 34.1 million gallons in 2025, down 3.9 percent on 2024 and less than half the 74.2 million gallons of 2015.

Sources

[USDA National Agricultural Statistics Service](#) - Dairy Products, monthly reports to October 2026 (August data), and Dairy Products annual summaries for 2016, 2024 and 2025; February 2007 and 2011 monthly reports.

[USDA Economic Research Service](#) - per capita dairy consumption tables (December 2025), and Food Availability (Per Capita) Data System, Charts of Note.

[US Bureau of Labor Statistics](#) - Average Price Data, yogurt per 8 oz (APU0000FJ4101) and natural fruit-flavored yogurt (APU0000710122).

[USDA FoodData Central](#) - SR Legacy entries for plain whole-milk, low-fat and skim yogurt and low-fat fruit yogurt.

[Food and Drug Administration \(FDA\)](#) - qualified health claim for yogurt and type 2 diabetes (March 2024) and final rule on yogurt standards (June 2021).

[Centers for Disease Control and Prevention](#) - National Diabetes Statistics Report.

[USDA and HHS](#) - Dietary Guidelines for Americans, 2025 to 2030, January 2026.

[General Mills](#) - yogurt divestiture announcement (September 2024) and completion releases (2025).

[Danone](#) - full-year 2025 results and US plant announcements.

[Chobani](#) - Twin Falls expansion (March 2025) and equity capital raise (October 2025) announcements.

[Eurostat](#) - EU milk and dairy production, 2023.

Production, plant counts, price and nutrient figures are as published. Percent changes, per-plant output, annual price averages, metric conversions, cup-per-week comparisons and the 2026 full-year scenarios are BusinessStats calculations. The previous edition of this page relied on private market-size estimates, brand shares and growth projections that could not be traced to primary sources; they have been removed, and the dates of the FDA claim and the General Mills sale have been corrected.

## STATISTICS REPORT

# Global cheese market – statistics and facts 2024

Updated Sep 20, 2026 · [businessstats.com/global-cheese-market](https://businessstats.com/global-cheese-market)

|                                  |                                    |                                  |
|----------------------------------|------------------------------------|----------------------------------|
| <b>26M t</b><br>CHEESE MADE 2024 | <b>10.78Mt</b><br>EU OUTPUT, NO. 1 | <b>6.46Mt</b><br>US, TOP COUNTRY |
| <b>28kg</b><br>DENMARK PER HEAD  | <b>\$45B</b><br>WORLD TRADE        |                                  |

## Overview

## The global cheese market in 2024

Cheese is one of the oldest and most valuable products in the food industry. It turns a perishable raw material, milk, into something concentrated, storable and tradable, and it carries centuries of regional identity in a way few foods can match. Today the global cheese market spans everything from industrial mozzarella destined for pizza chains to protected-origin wheels aged for years in European caves, and it is worth well over 150 billion US dollars a year.

At the heart of the market sits a simple fact: cheese is the single most important way the world uses its milk. It is the highest-value bulk destination for raw milk, which is why the biggest dairy nations are also the biggest cheese nations. Cheese production is closely tied to the wider [global dairy industry](#), and Europe in particular turns most of its output into cheese, as our report on the [milk market in Europe](#) shows.

This report covers the whole picture: how much cheese the world makes and where, how concentrated production is, what the market is worth, who eats the most, who trades the most, and which types and trends are shaping demand. A quick note on data before we start. Production is measured in metric tonnes, trade in US dollars, and consumption per person per year. Market-value estimates differ substantially between research firms, so they are given as ranges rather than single figures.

## World Production

## How much cheese does the world produce?

Global cheese production has grown slowly and steadily for years. The USDA Foreign Agricultural Service tracks about 22 million tonnes a year among the major producing markets, while broader industry estimates that include smaller producers put total world output nearer 26 million tonnes in 2024. Either way, cheese is a genuinely massive industry, second only to fresh milk itself in the volume of dairy it consumes.

The question of which country makes the most cheese has a surprising answer. It is not France or Italy, the countries most associated with cheese, but the United States. The chart below ranks the leading single-country producers.

Top Cheese-Producing Countries, 2024 (million tonnes) The US leads by a wide margin.

Data:

Cheese production by single country in million tonnes, 2024.

Note:

Sources USDA FAS and Eurostat. The EU as a bloc produced about 10.78 million tonnes, more than any single country. Compiled by BusinessStats. Switch to the table for exact figures.

**The US leads by a wide margin:** about 6.46 million tonnes, roughly triple Germany, the largest European producer.

The United States made about 6.46 million tonnes of cheese in 2024, close to 29 percent of tracked world output, with Wisconsin and California the leading states. Germany is next at about 2.35 million tonnes, then France at 1.92 million and Italy at 1.39 million. Russia, the Netherlands and Poland follow. One caveat matters here: the European Union counted as a single bloc produced about 10.78 million tonnes, far more than any individual country, which is why the EU and the US together dominate the global picture.

The scale of American cheesemaking is easiest to grasp at the state level. Wisconsin alone produced more than 3.5 billion pounds of cheese in 2024 and makes over 600 different varieties; if it were counted as a separate country it would rank around fourth in the world, behind only the rest of the United States, Germany and France. California is the second-largest producing state. This concentration of output in a handful of regions, backed by large herds and efficient processing, is what lets a country with no ancient cheese tradition out-produce the classic cheesemaking nations of Europe.

American output has not just been large, it has been relentlessly rising. US cheese production has increased every single year since 1992, and 2024 set yet another record. The line below tracks the climb.

US Cheese Production by Year (billion pounds)A record set almost every year.

Data:

Total US cheese production, excluding cottage cheese, in billion pounds, 2020 to 2024.

Note:

Source USDA NASS Dairy Products Summary. 2024 was a record; US output has risen every year since 1992. Compiled by BusinessStats.Switch to the table for exact figures.

**A record every year:** US output reached about 14.25 billion pounds in 2024, though annual growth has slowed to a crawl.

US cheese production reached a record 14.25 billion pounds in 2024, up 0.7 percent on the year, and has now risen for more than three decades straight. But the pace has cooled: after jumping by more than 500 million pounds in 2021 and over 300 million in 2022, output added less than 100 million pounds in each of the last two years, a sign that even the great American cheese engine is maturing. Italian varieties, led by mozzarella, now make up about 42 percent of US output, with American types such as cheddar close behind at roughly 39 percent.

Concentration

## A market dominated by two powers

Cheese production is remarkably concentrated in two places: Europe and North America. Between them, the European Union and the United States account for more than three quarters of the cheese tracked by the USDA, leaving the rest of the world to split the remainder. The donut below shows how lopsided the map really is.

Cheese Production by Market, 2024 (million tonnes)EU and US take most.

Data:

Cheese production by market in million tonnes, 2024.

Note:

Source USDA FAS. Other tracked combines Canada, Argentina, the UK, Mexico, Australia and New Zealand. Compiled by BusinessStats.Switch to the table for exact figures.

**EU and US take most:** together they make up about 77 percent of the cheese tracked by the USDA worldwide.

The EU accounts for roughly 48 percent of tracked global output and the US around 29 percent. After them the gap is enormous: Russia is a distant third at about 5 percent, Brazil around 3 percent, and a long tail of countries including Canada, Argentina, the United Kingdom, Mexico, Australia and New Zealand each contribute about 2 percent. This concentration means that supply, prices and trade flows are heavily shaped by conditions in just two regions, and that emerging producers, however fast they grow, still start from a very small base.

Market Value

## How big is the cheese market in dollars?

Putting a single price tag on the global cheese market is harder than it sounds, because research firms use different definitions, channels and geographies. Estimates for 2024 range from about 150 billion US dollars at the lower end to nearly 195 billion at the higher end. What the firms agree on is the direction: the market is growing steadily, with most forecasts clustering around 4 to 6 percent compound annual growth through 2030, which would push the value comfortably past 200 billion dollars.

\$150-195B Market value, 2024 Range across research firms. 4-6% Annual growth Forecast CAGR to 2030. \$200B+ Projected by 2030 On most forecasts.

The growth drivers are consistent across the research. The relentless global spread of pizza and fast food keeps mozzarella demand rising, protein-focused diets have made cheese a fashionable snack rather than just an ingredient, premium and specialty cheeses are commanding higher prices in mature markets, and demand is expanding quickly in Asia and the Middle East where cheese was historically a minor part of the diet. Even the rise of plant-based cheese, often framed as a threat, has added a new fast-growing segment to the overall category.

Geography is the other axis of growth. Mature markets in Europe and North America are expanding slowly, so the sharpest gains in percentage terms are expected in Asia-Pacific and the Middle East, where cheese is moving from novelty to everyday item in fast-growing cities. Producers and investors increasingly judge the cheese market less by its huge but slow-moving Western base and more by how quickly these newer regions adopt it, which is why so many forecasts pair a modest global growth rate with much faster numbers for emerging markets.

## Consumption

### Who eats the most cheese?

If the United States makes the most cheese, Europe eats the most of it per person. The European Union has the highest per-capita cheese consumption of any region, and the individual leaders are almost all European. The chart below ranks the biggest cheese eaters.

Cheese Consumption Per Person, Top Countries (kg per year) Denmark tops the list.

Data:

Cheese consumption in kg per person per year, recent years.

Note:

Based on International Dairy Federation estimates; figures are approximate and vary by year and source.

Compiled by BusinessStats. Switch to the table for exact figures.

**Denmark tops the list:** around 28 kg per person a year, with France, Germany and the Nordics close behind.

Denmark leads at about 28 kg per person a year, followed closely by Iceland, Finland and France near 27 kg, then Cyprus and Germany. These are cheese cultures where the product is a daily staple rather than an occasional treat. By contrast, the United States eats around 18 kg per person, below the EU average of roughly 20 kg, which the industry sees as room to grow rather than a ceiling. At the other extreme, emerging markets start from almost nothing: China consumes well under 1 kg per person, but from that tiny base demand has been growing at double-digit rates, which is why global producers watch Asia so closely.

Measuring consumption is not always straightforward, because figures are reported in both kilograms and pounds and can differ by year and method. In pound terms, Americans eat around 40 pounds of cheese a head each year, a figure that has climbed slowly but steadily for two decades. Other large Western markets sit well below the cheese-loving core: the United Kingdom consumes only about 11 kg per person, and the Netherlands around 20 kg despite being a major producer. The long upward drift in the United States and the very low base across most of Asia are the two consumption numbers the industry watches most closely.

## Trade and Exports

## The global cheese trade

Cheese is one of the most heavily traded dairy products in the world. Global cheese exports were worth roughly 45 billion US dollars in 2024, up about 4.2 percent on the year, and the trade is dominated by a small group of European exporters plus the United States. The chart ranks the leading exporters by value.

Leading Cheese Exporters by Value (USD billion) Germany sells the most.

Data:

Cheese exports by value in US dollars, recent year.

Note:

Based on international trade data. Values vary by year and source. Compiled by BusinessStats. Switch to the table for exact figures.

**Germany sells the most:** about 15 percent of world cheese trade by value, with Italy, the Netherlands and France close behind.

Germany is the largest cheese exporter, shipping goods worth around 6.7 billion dollars in 2024, roughly 15 percent of world trade, with Gouda and Edam among its biggest lines. Italy, the Netherlands and France follow closely, and the United States is the largest non-European exporter. Together, just five countries account for more than half of all global cheese export value. On the import side, the biggest buyers are also mostly wealthy Western nations, with Germany, Italy, France, the United States and Spain leading demand, though the fastest growth in imports is coming from Asia. The wider trade dynamics sit within the broader [global dairy industry](#), where the EU, the US and New Zealand form the core of world dairy exports.

The trade map is also shifting at the edges. While the established European exporters still dominate by value, the fastest growth is coming from outside the traditional core. Recent trade data show Ireland, New Zealand and the United States among the quickest-rising exporters, each posting double-digit gains year on year as they chase demand in Asia and the Middle East. Italy has also grown strongly, helped by the global appetite for Italian styles. On the buying side, the United Kingdom is one of the largest single importers of mozzarella, underlining how pizza demand pulls product across borders even between neighbouring markets.

Trade is only half exports; someone has to buy all that cheese, and here the same names appear, because the biggest sellers are often the biggest buyers too. The chart ranks the leading cheese importers by value.

Leading Cheese Importers by Value, 2024 (USD billion) Germany buys the most.

Data:

Cheese imports by value in US dollars, 2024.

Note:

Based on international trade data. Global cheese imports totalled about 45 billion dollars. Compiled by BusinessStats. Switch to the table for exact figures.

**Germany buys most too:** close to 6 billion dollars of cheese imports, the same country that leads exports.

Worldwide cheese imports were also worth about 45 billion US dollars in 2024, and Germany led the buyers as well as the sellers, taking in close to 6 billion dollars. France, Italy, the United Kingdom, Belgium, the Netherlands, Spain and the United States follow. That Germany tops both tables is no accident: it is the great dairy crossroads of Europe, importing specialty cheeses and re-exporting in bulk. Europe as a whole buys close to 70 percent of the world imported cheese, though the fastest import growth is now in Asia and Latin America, with Mexico among the quickest-rising buyers.

Cheese Types

## Which types of cheese lead the market?

The global cheese market is not one product but hundreds, yet a few types carry most of the volume. Mozzarella is the biggest cheese in the world by volume, propelled by the global pizza and food-service boom, followed by cheddar, which anchors the English-speaking markets. After them come the great continental families: Dutch Gouda and Edam, Italian hard cheeses such as Parmigiano and Grana, French soft and blue cheeses, and the fresh cheeses like feta, ricotta and cream cheese that are among the fastest-growing segments of all.

Interestingly, the leaders in a specific type are not always the overall leaders. Mozzarella trade is a good example, where Italy, the product spiritual home, tops the export table even though Germany leads total cheese exports. The chart below shows the leading mozzarella exporters.

Leading Mozzarella Exporters, 2024 (USD billion) Italy leads its own cheese.

Data:

Mozzarella exports by value in US dollars, 2024.

Note:

Based on international trade data (HS code 040610). Compiled by BusinessStats. Switch to the table for exact figures.

**Italy leads its own cheese:** about 2.05 billion dollars of mozzarella exports, ahead of Germany and Denmark.

Italy exported around 2.05 billion dollars of mozzarella in 2024, ahead of Germany at 1.72 billion and Denmark at 1.07 billion, with the Netherlands and the United States close behind. The pattern shows how the modern cheese market blends heritage and industry: Italy trades on the authenticity of mozzarella while northern producers like Germany and Denmark compete on scale and efficiency for the vast pizza and food-service market. Fresh and specialty cheeses more broadly are where much of the value growth is now concentrated, echoing the demand for premium dairy seen across categories such as [yogurt](#).

Beyond the two giants, the map of cheese types mirrors national traditions. Cheddar dominates the United Kingdom, Ireland and much of the English-speaking world, Gouda and Edam define Dutch output, and hard grating cheeses anchor the premium exports of Italy. Fresh cheeses are the standout growth story: feta, cream cheese, ricotta and similar styles suit modern, lighter eating and travel well into new markets. Specialty cheese as a whole is a fast-expanding slice of the industry, worth close to 40 billion US dollars and growing at nearly 6 percent a year, with aged varieties among the quickest-rising segments of all.

#### Regional Picture

### Europe, America and the rising rest

Regionally, the global cheese market breaks into three stories. Europe is the mature heartland: it makes the most, eats the most per head, exports the most, and sets the benchmark for quality and tradition. Growth here is slow but the value is high, and European producers increasingly compete on premium, protected-origin and organic lines rather than sheer volume. The continent remains the single most important region for the industry, as detailed in our report on the [milk market in Europe](#).

North America, led by the United States, is the volume powerhouse. American output has grown steadily on the back of pizza, fast food and processed cheese, and although per-capita consumption trails Europe, the sheer size of the market makes it central to global supply. The US dairy and cheese sector is part of the broader farm economy covered in our [US agriculture statistics](#).

The third story is the rising rest of the world. Asia, the Middle East, Latin America and parts of Africa consume little cheese per head today, but Western food culture, urbanisation and the spread of pizza and

burger chains are changing that fast. China alone, despite tiny per-capita consumption, has been growing demand at double-digit rates. This is where producers see the next decade of growth, and where export competition between Europe, the US, New Zealand and Australia is fiercest.

## Trends and Drivers

### What is driving cheese demand?

Several forces are reshaping the cheese market at once. The most powerful is food service. Pizza in particular has made mozzarella the world workhorse cheese, and the continued global expansion of quick-service restaurants keeps that demand climbing. Convenience is a related driver: shredded, sliced and portioned cheeses fit modern cooking and snacking habits, and packaged meals that rely on cheese sell well in busy urban markets.

On the consumer side, the protein trend has been a gift to cheese. Marketed as a natural, high-protein, low-carb snack, cheese has shaken off some of its old associations with fat and indulgence. At the premium end, artisanal, aged and protected-origin cheeses are commanding higher prices as shoppers trade up, while at the value end private-label and processed cheeses keep the category affordable and accessible. Plant-based cheese, made from soy, cashew, almond and coconut, has carved out a small but fast-growing niche as veganism and flexitarian eating spread, pushing traditional makers to innovate.

Where cheese is sold matters as much as what type it is. The market runs through three broad channels: retail shelves, food service, and the food manufacturers who use cheese as an ingredient in ready meals and snacks. Food service, and pizza above all, drives much of the volume growth, while retail is where premiumisation plays out as shoppers trade up to branded and specialty lines. Private-label and processed cheeses, meanwhile, keep the category affordable and defend volume when household budgets tighten. Balancing these channels is central to how the big dairy companies plan production and pricing.

## Pressures and Outlook

### What is next for the global cheese market?

For all its momentum, the cheese industry faces real headwinds. The biggest is the cost and availability of milk. Cheese is milk-intensive, so tight milk supplies, volatile farmgate prices and shrinking dairy herds in Europe and elsewhere feed straight through to cheese costs. Trade tensions and tariffs add another layer of risk for an industry where a small group of exporters depends heavily on access to foreign markets, and shifting policy on subsidies and geographic-origin protection can reshape competitiveness overnight.



Sustainability is the other defining challenge. Dairy carries a significant environmental footprint, chiefly methane from cattle, and cheese sits at the milk-hungry end of that footprint. Producers face growing pressure from regulators, retailers and consumers to cut emissions, improve animal welfare and prove their sustainability credentials, all while keeping prices competitive. How the industry balances these demands will shape which regions and companies thrive.

One structural fact sits underneath everything: cheese is the most milk-hungry major dairy product, taking many litres of milk to make a single kilogram. That makes cheesemakers unusually exposed to the milk market, so anything that tightens milk supply, from shrinking herds to feed costs to climate pressure, tends to land hardest on cheese. It also encourages consolidation, as scale and secure milk supply become decisive advantages. The result is an industry that looks stable and mature from the outside but is quietly reshaping itself around milk availability, sustainability rules and the race to win new consumers abroad.

The outlook, nonetheless, is one of steady growth. Most forecasts see the global cheese market expanding at around 4 to 6 percent a year in value through 2030, carried by food service, premiumisation, the protein trend and above all the opening of huge new markets in Asia and the Middle East. Cheese will remain the single most valuable way the world turns milk into food, and one of the most globally traded foods of all.

#### Key Facts

## The global cheese market in numbers

A handful of figures capture the shape of the market. The world makes around 26 million tonnes of cheese a year, the US and the EU dominate production, Germany leads a 45 billion dollar export trade, Denmark eats the most per head, and mozzarella is the biggest type by volume. It is a mature, concentrated, but still growing global industry.

26M tWorld output, 2024About 22Mt tracked by USDA.6.46MtUS productionTop single country.\$45BExport tradeGermany the No. 1 exporter.28kgDenmark per headHighest in the world.

These numbers matter because cheese is a staple food, a major agricultural export and a growing global business. Shifts in American and European production, in milk costs, in trade policy or in Asian demand ripple through farms, factories, restaurants and shopping baskets around the world.

#### FAQ

## Frequently Asked Questions: Global Cheese Market

The USDA tracks about 22 million tonnes of cheese a year among the major producing markets, while broader estimates put total world output nearer 26 million tonnes in 2024. Output has grown slowly and steadily for years.

The United States is the largest single country, making about 6.46 million tonnes in 2024, roughly 29 percent of tracked global output. The European Union as a bloc produces more, about 10.78 million tonnes, led by Germany.

Estimates of the global cheese market value range from about 150 billion to 195 billion US dollars in 2024, depending on the research firm, and most forecasts see it growing at roughly 4 to 6 percent a year through 2030.

Germany is the top cheese exporter by value, shipping around 6.7 billion US dollars worth in 2024, about 15 percent of world trade. Italy, the Netherlands, France and the United States round out the top five, together more than half of global exports.

World cheese exports were worth roughly 45 billion US dollars in 2024, up about 4.2 percent on the year. Just five countries, Germany, Italy, the Netherlands, France and the United States, account for more than half of that value.

Denmark tops most rankings at about 28 kg per person a year, followed by Iceland, Finland and France near 27 kg. The European Union has the highest per-capita consumption overall, well above the United States.

Mozzarella is the biggest cheese type by volume worldwide, driven by pizza and food service, followed by cheddar. Fresh and specialty cheeses are among the fastest-growing segments.

Yes. Both production volume and market value keep rising, supported by pizza and fast food, protein-focused diets, premium and specialty cheeses, and fast-growing demand in Asia and the Middle East.

Germany leads European cheese production at about 2.35 million tonnes in 2024, followed by France at 1.92 million and Italy at 1.39 million tonnes, with the Netherlands and Poland near one million each.

Italy leads mozzarella exports by value at about 2.05 billion US dollars in 2024, ahead of Germany, Denmark, the Netherlands and the United States, reflecting its association with the product.

Sources



[USDA Foreign Agricultural Service - Cheese production](#) - world and country production by market.

[Statista - Cheese consumption per capita worldwide](#) - consumption, production and export overview.

[Import Globals - Cheese global trade 2024](#) - export value, leading exporters and world trade total.

[World's Top Exports - Cheese exports by country](#) - exporter rankings and growth by value.

[MarkNtel Advisors - Global cheese market size](#) - market value, forecasts and growth drivers.

Production is in metric tonnes; the EU is counted as one market where noted. Trade is in US dollars and varies by year and source. Market-value estimates differ by research firm and are shown as ranges.

Consumption figures are International Dairy Federation estimates, approximate and year-dependent. This is data journalism, not investment advice.

## STATISTICS REPORT

# Milk market in Europe – statistics and facts 2026

Updated Sep 22, 2026 · [businessstats.com/milk-market-in-europe](https://businessstats.com/milk-market-in-europe)

|                                      |                                |                                 |
|--------------------------------------|--------------------------------|---------------------------------|
| <b>161.8Mt</b><br>EU MILK 2024       | <b>22%</b><br>GERMANY, NO. 1   | <b>8,120kg</b><br>YIELD PER COW |
| <b>69%</b><br>MILK TO CHEESE, BUTTER | <b>10.8Mt</b><br>CHEESE OUTPUT | <b>19.7M</b><br>DAIRY COWS      |

## Overview

### Europe milk market in 2026

Milk is one of the cornerstones of European agriculture. It is produced in every EU country, sustains hundreds of thousands of farms, and accounts for a significant share of the value of the blocs farm output. Taken as a single unit, the European Union is the second largest milk producer in the world, trailing only India and comfortably ahead of the United States. In 2024 the EU produced an estimated 161.8 million tonnes of raw milk, and the sector remains central to both the rural economy and the European diet.

What makes the European milk market distinctive is not just its scale but its structure. Production is concentrated in a handful of northern and western countries, most of the milk is turned into cheese and butter rather than sold as fresh milk, and the whole system rests on a shrinking number of ever more productive cows. Europe is also the world leading exporter of dairy products, which ties its fortunes to global demand as much as to what happens on the continent. For the wider context, see our overview of the [global dairy industry](#).

Before diving into the numbers, a note on definitions. Throughout this report, the EU means the 27 member states after the departure of the United Kingdom. Raw milk production covers milk from all animals, though cows account for the overwhelming majority. Where a figure is a Eurostat estimate, a country share rather than an exact tonnage, or a forecast for a future year, it is flagged as such.

## Production Trend

## How much milk does the EU produce, and is it growing?

EU raw milk output has grown steadily for most of the past decade. Farms produced 149.7 million tonnes in 2014 and about 161.8 million tonnes in 2024, an increase of roughly 12 million tonnes, or a little over 8 percent, across ten years. The 2024 figure was up 0.9 million tonnes on 2023, continuing a pattern of slow, grinding gains rather than dramatic swings.

A big part of this story is the abolition of milk quotas in 2015. For three decades, EU production had been capped by a quota system designed to prevent surpluses. When those limits were lifted, the sector restructured and modernised, herds shifted toward the most productive animals, cross-border milk flows increased, and output rose. The chart below traces the climb from 2014 to 2024.

EU Raw Milk Production, 2014-2024 (million tonnes)A decade of steady growth.

Data:

EU raw milk production in million tonnes.

Note:

Source Eurostat. Selected years shown; 2024 is an estimate. Compiled by BusinessStats.Switch to the table for exact figures.

**A decade of steady growth:** from 149.7 million tonnes in 2014 to about 161.8 million in 2024, though recent gains have been slim.

The momentum, however, is fading. Growth flattened in 2022 and 2023, and the USDA now forecasts that EU cows milk deliveries will dip slightly in 2025, held back by falling cow numbers, tight farmer margins, environmental rules and animal disease. The decade of expansion that followed the end of quotas looks to be giving way to a plateau, and possibly a gentle decline.

Leading Countries

## Which European countries produce the most milk?

European milk production is heavily concentrated. In 2024, Germany alone produced a little more than one fifth, about 22 percent, of the EU raw cows milk, which works out at roughly 32 million tonnes. Germany, France, Poland, the Netherlands and Italy together provided about 65 percent of the total, and if Ireland and Spain are added, the leading group accounts for well over 70 percent of everything the bloc produces.

Each of these countries has its own dairy character. Germany combines a large herd with a dense processing industry and leads across nearly every product category. France pairs high volumes with a deep tradition of protected-origin cheeses. The Netherlands is intensive and export-focused, Ireland is grass-based and butter-heavy, Poland has grown strongly since joining the EU, and Italy channels much of its milk into famous hard cheeses. Denmark, though smaller in total volume, runs some of the most productive farms in the world.

The current map is partly a product of the post-quota restructuring that began in 2015. Freed from production caps, the most competitive regions expanded fastest, deepening a north-south divide within the bloc. The dense dairy belts of northern Germany, the Netherlands, Denmark and Ireland scaled up around large, grass or maize-fed herds and export-focused processors, while parts of southern and eastern Europe, where farms are smaller and more fragmented, grew more slowly or contracted. Poland has been one of the notable success stories, expanding output and modernising its processing base since joining the EU, even though its farm structure remains dominated by small holdings.

This concentration means that national events can move the whole European market. A strong or weak grass-growing season in Ireland, a policy shift in the Netherlands, or a change in German processing demand all ripple outward. It also means that the health of Europe milk market is, to a large degree, the health of a small club of large producers.

How Milk Is Used

## What is European milk turned into?

Most European milk never reaches a shop as liquid milk. Of the 161.8 million tonnes produced in 2024, about 150.8 million tonnes were delivered to dairies, with the remaining 11 million tonnes used on farms for feed, family consumption or direct sales. The dairies then convert that milk into a wide range of fresh and manufactured products, measured by weight in the chart below.

EU Dairy Product Output, 2024 (million tonnes) Drinking milk leads by weight.

Data:

EU output of selected dairy products in million tonnes, 2024.

Note:

Source Eurostat. Products are measured by finished weight and are not directly comparable. Compiled by BusinessStats. Switch to the table for exact figures.

**Drinking milk leads by weight:** but cheese, whey, powder and butter absorb the bulk of the milk once you account for how concentrated they are.

By finished weight, drinking milk is the single largest product at about 21.9 million tonnes, followed by other fresh products such as cream at 15.4 million tonnes and cheese at 10.8 million tonnes. Whey, milk powder, butter and other manufactured goods make up the rest. But weight can mislead, because it takes far more raw milk to make a tonne of cheese or butter than a tonne of drinking milk, which is why the next chart looks at the milk going in rather than the product coming out.

Cheese and Butter

## Why cheese and butter rule the European milk market

When you measure by the amount of raw milk consumed rather than the weight of the finished product, cheese and butter dominate the European dairy sector completely. Of the 150.8 million tonnes of whole milk processed by EU dairies in 2024, cheese absorbed about 59.9 million tonnes and butter and related yellow fats about 44.2 million tonnes. Together, the two products accounted for roughly 69 percent of all the whole milk available to dairies. The donut below shows how the whole milk supply is divided.

EU Whole Milk Use by Product, 2024 (million tonnes) Cheese and butter take most.

Data:

Whole milk used by EU dairies by product, million tonnes, 2024.

Note:

Source Eurostat. Cream and other is the balance of processed whole milk. Compiled by BusinessStats. Switch to the table for exact figures.

**Cheese and butter take most:** together they use close to 69 percent of the whole milk that reaches EU dairies.

This is why cheese in particular sits at the heart of the European milk market. It is the highest-value bulk use of milk, it stores and travels well, and it carries centuries of regional identity. The EU made about 10.8 million tonnes of cheese in 2024, and production is led by a familiar set of countries. The next chart ranks the biggest cheese makers.

Top EU Cheese Producers, 2024 (million tonnes) Germany makes the most.

Data:

Cheese production in million tonnes, 2024.

Note:

Source Eurostat. Poland and Netherlands values derived from Eurostat percentage shares. Compiled by BusinessStats. Switch to the table for exact figures.

**Germany makes the most:** about 2.4 million tonnes of cheese, roughly 23 percent of the EU total, ahead of France and Italy.

Germany is the largest cheese producer at about 2.4 million tonnes, around 23 percent of the EU total, followed by France at about 1.9 million tonnes and Italy at about 1.4 million tonnes. Poland and the Netherlands round out the top five. Germany dominance is not limited to cheese, either. It also led the EU in 2024 in drinking milk at about 18.8 percent of output, in acidified products such as yogurt at about 27.1 percent, and in butter at about 20.6 percent, making it the single most important node in the European dairy system. Butter is the other pillar, and here Ireland punches well above its weight, accounting for around 15 percent of EU butter production from its grass-fed herds.

Yields and Herd

## Fewer cows, more milk: the productivity story

One of the defining trends of the European milk market is that output has risen even as the number of cows has fallen. The EU dairy herd dropped below 20 million cows for the first time, standing at about 19.7 million at the start of 2024, and it continues to shrink. Rising productivity has more than made up the difference. The average EU cow produced about 8,120 kg of milk in 2024, up from around 7,800 kg only a year or two earlier, and yields are still climbing.

Those averages hide enormous variation between countries, driven by breed, feeding systems, herd structure and farm scale. The chart below shows the gap between the most and least productive national herds.

Milk Yield Per Cow, Selected EU Countries, 2024 (kg) A three-fold gap.

Data:

Apparent annual milk yield per dairy cow in kg, 2024.

Note:

Source Eurostat. EU average shown for reference. Compiled by BusinessStats. Switch to the table for exact figures.

**A three-fold gap:** Estonian cows yield about 11,353 kg each while Romanian cows average around 3,540 kg.

Estonia and Denmark top the table at about 11,353 kg and 10,483 kg per cow, while Romania and Bulgaria sit at the bottom near 3,540 kg and 3,735 kg. Among the big producers, Dutch and German cows yield above the EU average, while French and Italian cows sit slightly below it. The same pattern shows up in farm structure. In France, more than 92 percent of dairy farms have at least 30 cows, and the Netherlands and Germany are similarly consolidated, whereas in Poland the figure is closer to 11 percent, reflecting a landscape still dominated by small farms. As margins tighten, it is these smaller, less efficient farms that tend to close first.

Farmgate Prices

## What do European farmers get paid for milk?

Milk prices in Europe have been on a rollercoaster. After sitting in the mid-30s of euros per 100 kg through much of 2020 and early 2021, prices climbed sharply through 2021 and 2022 as energy, feed and fertiliser costs surged and demand held firm. By the end of 2022 the EU average had spiked above 58 euros per 100 kg, an extraordinary level by historical standards. Prices then fell back through 2023 before edging up again. The chart tracks the swing across selected months.

EU Average Farmgate Raw Milk Price, Selected Months (EUR per 100 kg) Spike, then settle.

Data:

EU average farmgate raw milk price in euros per 100 kg, selected months.

Note:

Source EU Milk Market Observatory data via industry reporting. Compiled by BusinessStats. Switch to the table for exact figures.

**Spike, then settle:** the EU average leapt above 58 euros per 100 kg in late 2022 before easing back toward the mid-40s.

Across 2024 as a whole, the average price paid to EU farmers rose about 2.9 percent, recovering after a fall of roughly 5 percent in 2023. The national picture was mixed: prices rose strongly in Ireland, up about

16 percent, and gained in the Netherlands and Germany, but fell in Spain by nearly 9 percent. Even after the correction, the EU farmgate price in early 2024, near 46 euros per 100 kg, remained the highest among the major exporting regions, running well above the levels paid in New Zealand and the United States. High prices support farm incomes but also make European dairy less competitive on world markets, a tension that runs through the whole sector.

Sheep and Goat Milk

## The Mediterranean world of sheep, goat and buffalo milk

Although cows supply about 96 percent of EU milk, the remaining sliver matters enormously in specific regions and products. Milk from ewes, goats and buffaloes is concentrated in the Mediterranean, where it underpins iconic foods such as Greek feta, Spanish manchego, French goat cheeses and Italian buffalo mozzarella. The chart shows where this non-cow milk comes from.

EU Sheep, Goat and Buffalo Milk by Country, 2024 (million tonnes)A Mediterranean speciality.

Data:

Milk from animals other than cows in million tonnes, 2024.

Note:

Source Eurostat. Italy figure includes almost all EU buffalo milk. Compiled by BusinessStats. Switch to the table for exact figures.

**A Mediterranean speciality:** Spain, Greece, France and Italy account for the bulk of Europe non-cow milk.

Spain produced about 1.1 million tonnes of ewe and goat milk in 2024, with Greece at 0.9 million, France at 0.8 million and Italy at 0.7 million tonnes, the last including almost all of the EU buffalo milk used for mozzarella. In some places this is not a niche at all: in Greece, a clear majority of the milk delivered to dairies, about 58 percent, comes from sheep and goats rather than cows, and in Cyprus the share is around a fifth. France is the EU largest goat-milk producer, while Greece leads in ewe milk. These specialist dairy traditions give the European milk market a diversity that few other regions can match.

Consumption

## How much milk do Europeans consume?

On the demand side, drinking-milk consumption in the EU averaged about 53 kg per person in 2021, though this masks wide differences between countries and has been slowly declining for years as tastes shift toward other products. The Netherlands, despite being a dairy powerhouse, consumes closer to 36 kg of drinking milk per capita, with much of its output going into cheese and exports instead. Even Europe healthy per-capita figures are dwarfed globally: consumption per person in India, for instance, is more than three times the EU average.

The long, slow decline of plain liquid milk is one of the clearest demand-side trends in the European market. Younger consumers in particular drink less fresh milk than previous generations, and the rapid growth of plant-based alternatives made from oats, soya, almonds and other crops has taken a visible slice of the chilled shelf, especially in northern and western Europe. Dairy processors have responded by leaning harder into products where demand is firmer, cheese, yogurt, cream, protein drinks and premium or regional specialities, rather than fighting to defend commodity liquid milk.

Where European demand is clearly growing is in value-added and ethical categories. Organic dairy has gained ground across much of the continent, with Germany, France, Denmark and Austria among the leaders. In Germany, surveys suggest around 45 percent of consumers buy organic dairy often or always. Yogurt and other acidified products, protein-enriched drinks and specialty cheeses are also expanding, even as plain liquid milk slowly loses ground. For a closer look at one of these categories, see our data on [yogurt](#) and the leading [ice cream brands](#), another major outlet for European milk.

Trade

## Europe as the world leading dairy exporter

The European Union is not just a huge producer, it is the largest dairy exporter in the world. Because the EU produces far more cheese, butter and milk powder than its own population consumes, a substantial share of output is sold abroad, particularly to Asia, the Middle East and North Africa. The bloc is the top global exporter of cheese by a wide margin, and a leading supplier of butter, whey and skimmed milk powder. Alongside New Zealand and the United States, the EU forms part of a small group that controls the bulk of world dairy trade.

This export orientation is a double-edged sword. It gives European processors access to fast-growing markets and helps absorb the milk that domestic demand cannot, but it also exposes farmers to global price swings and currency movements. When Chinese import demand softens or the euro strengthens, the

effects are felt on European farms within months. The EU trade position is examined in more detail in our overview of the [global dairy industry](#), and the sector sits within the broader farm economy tracked in our [agriculture statistics](#).

Pressures and Outlook

## What is next for the European milk market?

The European milk market enters the second half of the decade under real pressure. The dairy herd is shrinking, farmer margins are squeezed between volatile milk prices and stubbornly high input costs, and a wave of environmental regulation is reshaping the sector. Plans in the Netherlands and Ireland to cut nitrogen emissions are expected to weigh on cow numbers for years, and climate policy more broadly is pushing farms toward lower emissions and different practices.

On top of this sits a structural problem: generational renewal. Many dairy farms are run by ageing farmers, and younger people are often reluctant to take on the heavy workload and thin profits of milk production. The result is a steady stream of farm closures and consolidation, with larger, more efficient operations absorbing the milk that smaller farms no longer produce. The USDA expects EU milk deliveries to slip slightly in 2025, with declines in France and the Netherlands, stagnation in Germany, Belgium and Poland, and only Ireland expected to grow.

Sustainability sits at the centre of the debate about the sectors future. Dairy is a significant source of agricultural greenhouse gas emissions, chiefly methane from cattle, and it uses large amounts of land, water and feed. European policymakers, retailers and processors are all pushing for lower-emission milk, whether through feed additives, herd management, manure handling or renewable energy on farms. The Common Agricultural Policy continues to channel substantial support and green incentives toward the sector, but farmers increasingly have to balance productivity against tightening environmental and animal-welfare expectations, and against the cost of meeting them.

None of this means the European milk market is in retreat. Output remains near record highs, productivity keeps rising, cheese and butter demand is resilient, and export markets continue to grow. But the era of easy post-quota expansion is over. The next phase will be defined less by producing more milk and more by producing it efficiently, sustainably and profitably from a smaller, more concentrated base of farms and cows.

Key Facts



## The European milk market in numbers

A handful of figures capture the shape of Europe milk market. The EU makes about 162 million tonnes of milk a year, Germany leads production, cheese and butter dominate the output, cows are fewer but far more productive, and prices remain high and volatile. It is a mature, concentrated and globally important industry.

161.8MtEU raw milk, 2024Up 12Mt on 2014.22%Germany shareThe largest producer.8,120kgYield per cowStill rising each year.69%Milk to cheese and butterOf whole milk at dairies.

These numbers matter because dairy is a staple food, a major employer in rural Europe, and one of the blocs biggest agricultural exports. Shifts in German processing, Dutch and Irish environmental policy, or global import demand ripple through farms, shops and trade balances across the continent and beyond.

FAQ

## Frequently Asked Questions: Europe Milk Market

EU farms produced about 161.8 million tonnes of raw milk in 2024, up 0.9 million tonnes on the year and around 12 million tonnes more than in 2014. About 96 percent of it was cows milk.

Germany is the largest EU milk producer, accounting for about 22 percent of the blocs raw cows milk, or roughly 32 million tonnes. France, Poland, the Netherlands and Italy follow, and the top five together make up about 65 percent of EU output.

Cheese and butter dominate. Together they used about 69 percent of all the whole milk available to EU dairies in 2024. The EU made about 10.8 million tonnes of cheese and 2.3 million tonnes of butter that year.

The average EU dairy cow produced about 8,120 kg of milk in 2024, and yields keep rising. Yields ranged from about 11,353 kg per cow in Estonia to around 3,540 kg in Romania.

The average farmgate price paid to EU farmers rose about 2.9 percent in 2024 after falling in 2023. It had spiked above 58 euros per 100 kg in late 2022 and eased to around 46 euros per 100 kg by early 2024, still the highest among major exporters.

The EU dairy herd fell below 20 million cows for the first time, standing at about 19.7 million at the start of 2024, and the number keeps declining as yields rise and smaller farms close.

Germany is the largest EU cheese producer at about 2.4 million tonnes, roughly 23 percent of the total, followed by France at about 1.9 million tonnes and Italy at about 1.4 million tonnes.



Output grew steadily over the decade to 2024, reaching 161.8 million tonnes, but growth has flattened.

Deliveries are forecast to dip slightly in 2025 as cow numbers fall and margins stay tight.

Sheep, goat and buffalo milk are concentrated in the Mediterranean. In 2024 Spain produced about 1.1 million tonnes, Greece 0.9 million, France 0.8 million and Italy 0.7 million tonnes, the last including almost all EU buffalo milk.

Drinking milk consumption in the EU averaged about 53 kg per person in 2021, though this varies widely by country, with the Netherlands nearer 36 kg. Organic dairy demand is rising across much of Europe.

#### Sources

[Eurostat - Milk and milk product statistics](#) - production, yields, products, prices and non-cow milk.

[Eurostat - Milk production reached 161.8 million tonnes in 2024](#) - country shares by product.

[European Commission - Milk and dairy products](#) - sector overview and leading producers.

[USDA FAS via GAIN - EU dairy production and outlook](#) - herd, deliveries and 2025 forecast.

[European Parliament \(EPRS\) - The EU dairy sector](#) - structure, concentration and policy context.

EU refers to the 27 member states. Raw milk production covers milk from all animals unless noted. Some 2024 country figures are Eurostat estimates or derived from published percentage shares, and 2025 figures are forecasts. Prices are farmgate averages and fluctuate month to month. This is data journalism, not investment advice.

## STATISTICS REPORT

# Global dairy industry – statistics and facts 2026

 Updated Sep 20, 2026 · [businessstats.com/global-dairy-industry](https://businessstats.com/global-dairy-industry)

|                                 |                                |                                      |
|---------------------------------|--------------------------------|--------------------------------------|
| <b>982Mt</b><br>WORLD MILK 2024 | <b>245.9Mt</b><br>INDIA, NO. 1 | <b>\$31.9B</b><br>LACTALIS, TOP FIRM |
| <b>81%</b><br>COW MILK          | <b>~70%</b><br>EXPORTS, TOP 3  | <b>1,146Mt</b><br>FORECAST 2034      |

## Overview

### The global dairy industry in 2026

Dairy is one of the largest and most globally spread food industries on the planet, involving an estimated 150 million households in milk production alone. The world produced about 982 million tonnes of milk in 2024, and output keeps climbing, driven above all by South Asia.

Production is remarkably concentrated. India alone accounts for roughly a quarter of global milk, and together with the European Union and the United States makes up more than half the total. Yet the countries that produce the most are not always the ones that trade the most, a split that defines the modern dairy market. The chart below ranks the leading milk-producing countries.

A note on the figures. Production is measured in million tonnes of milk from all animals, the European Union is treated as a single bloc, and company figures refer to dairy revenue only. Where a value is a forecast it is labelled as such.

Top Milk-Producing Countries, 2025 (million tonnes) India stands alone at the top.

Data:

Milk production in million tonnes, 2025.

Note:

Source FAO Dairy Market Review. EU shown as a bloc; Russia and Brazil approximate. Compiled by BusinessStats. Switch to the table for exact figures.

**India stands alone at the top:** at about 245.9 million tonnes it produces more milk than the EU and the United States combined.

Milk Output Growth

## How fast is world milk production growing?

Global milk output has nearly doubled in a generation. It rose from 524 million tonnes in 1992 to about 930 million tonnes in 2022 and 982 million tonnes in 2024, and the OECD-FAO projects it will reach roughly 1,146 million tonnes by 2034. Most of that future growth is expected to come from India, Pakistan and sub-Saharan Africa.

This steady rise reflects both bigger herds and higher yields per animal, especially in Asia where cooperative supply chains connect millions of small farmers to processors. The area chart traces the long climb and the forecast to 2034.

World Milk Production, 1992-2034 (million tonnes) Nearly doubled in a generation.

Data:

World milk production in million tonnes.

Note:

Source FAO and OECD-FAO Agricultural Outlook. 2034 is a forecast. Compiled by BusinessStats. Switch to the table for exact figures.

**Nearly doubled in a generation:** from 524 million tonnes in 1992 to about 982 million in 2024, heading for 1,146 million by 2034.

Who Leads

## How concentrated is world milk production?

The dairy world has one clear giant. India produces about 245.9 million tonnes of milk, roughly a quarter of the global total, thanks to a huge buffalo and cow herd and a vast network of small-scale cooperative farms. The European Union adds around 16 percent and the United States about 10 percent, so three producers alone account for more than half of all milk.

Crucially, most of India milk is consumed at home, so its dominance in output does not translate into dominance in trade. The donut below shows how the world total splits between the leading producers and

everyone else.

Share of World Milk Production, 2024 (million tonnes)One quarter is Indian.

Data:

Milk production by producer in million tonnes, 2024.

Note:

Source FAO. Rest of world is the balance to the world total. Compiled by BusinessStats.Switch to the table for exact figures.

**One quarter is Indian:** India, the EU and the United States together produce more than half the world milk supply.

Milk by Type

## What kinds of milk does the world produce?

Not all milk comes from cows. Cow milk dominates global output at roughly 81 percent, but buffalo milk is a major second at about 15 percent, concentrated in India and Pakistan where it is prized for its high fat content. Goat, sheep and camel milk make up the small remainder, important in the Mediterranean, the Middle East and parts of Africa.

This mix matters for trade and products: buffalo milk is central to South Asian dairy but rarely exported, while cow milk underpins the cheese, butter and powder that move across borders. The donut shows the split by animal.

World Milk Production by Animal (percent)Cow milk rules.

Data:

Approximate share of world milk output by animal.

Note:

Source FAO. Compiled by BusinessStats.Switch to the table for exact figures.

**Cow milk rules:** about 81 percent of world milk, with buffalo milk a strong second at 15 percent.

Biggest Companies

## The largest dairy companies in the world

The processing side of dairy is led by a set of global giants. France-based Lactalis is the largest, the first company ever to pass 30 billion dollars in dairy revenue, at about 31.9 billion. Nestle of Switzerland and Dairy Farmers of America follow, each near 23 to 24 billion dollars, with Danone and China Yili Group rounding out the top five.

These companies own many of the household cheese, yogurt and milk brands sold worldwide, and the top 20 together turn over more than 250 billion dollars a year. The chart ranks the five biggest by dairy revenue.

Largest Dairy Companies by Revenue, 2024 (billion dollars) Lactalis leads the pack.

Data:

Dairy-only revenue in billion dollars, 2024.

Note:

Source Rabobank Global Dairy Top 20. Compiled by BusinessStats. Switch to the table for exact figures.

**Lactalis leads the pack:** about 31.9 billion dollars in dairy revenue, well ahead of Nestle and Dairy Farmers of America.

Dairy Trade

## Which countries dominate dairy exports?

Only a small share of the world milk is traded across borders, and mostly as processed products rather than liquid milk. Measured by volume of dairy products, Germany, the Netherlands and New Zealand lead, reflecting both large output and, in Europe, heavy intra-regional trade. The European Union, New Zealand and the United States together account for roughly 70 percent of processed dairy exports.

New Zealand is the standout. Although it produces only about 2.5 percent of world milk, it exports roughly 95 percent of what it makes, more than any other big producer, which makes it the true export champion. The chart below ranks the leading exporters by volume.

Leading Dairy Product Exporters, 2024 (million tonnes) Germany ships the most.

Data:

Dairy product exports by volume in million tonnes, 2024.

Note:

Source national trade data via Statbase. Compiled by BusinessStats. Switch to the table for exact figures.

**Germany ships the most:** by volume, Germany, the Netherlands and New Zealand lead dairy product exports.

Product Specialists

## Cheese, butter and powder: different champions

Dairy trade splits along product lines, and different regions specialise. The European Union is the runaway leader in cheese, exporting about 1.38 million tonnes, more than three times its nearest rival, reflecting Europe deep tradition of named, high-value cheeses. New Zealand, by contrast, owns the commodity end of the market.

Butter and whole milk powder are a different world. New Zealand ships about 1.37 million tonnes of whole milk powder and leads in butter too, because these products travel well to distant markets in Asia and the Middle East. The grouped chart sets the European Union and New Zealand side by side across all three products, one cluster per product.

Dairy Export Specialisation: EU vs New Zealand, 2024 (thousand tonnes) Different leader for each product.

Data:

Cheese, butter and whole milk powder exports in thousand tonnes, 2024.

Note:

Source IDF World Dairy Situation Report. Compiled by BusinessStats. Switch to the table for exact figures.

**Different leader for each product:** the EU dominates cheese, while New Zealand leads butter and whole milk powder by a wide margin.

Exports by Value

## Who earns the most from milk exports?

When milk exports are measured in dollars rather than tonnes, New Zealand jumps to the top at about 7.8 billion dollars, ahead of Germany, the United States and the Netherlands. Europe as a whole still supplies more than half of global milk export value, but no single European country matches New Zealand.

The gap between who ships the most volume and who earns the most value shows how product mix and pricing shape the trade. The chart ranks the leading milk exporters by value.

Leading Milk Exporters by Value, 2023 (billion dollars) New Zealand earns the most.

Data:

Milk export value in billion dollars, 2023.

Note:

Source UN Comtrade via World's Top Exports. Compiled by BusinessStats. Switch to the table for exact figures.

**New Zealand earns the most:** about 7.8 billion dollars in milk exports, ahead of Germany and the United States.

Key Facts

## The global dairy industry in numbers

A handful of figures frame the sector. The world makes about 982 million tonnes of milk, India leads production, cow milk dominates, Lactalis leads the companies, and New Zealand leads the trade. It is an industry of enormous scale and sharp national specialisation.

982Mt World milk, 2024 Up from 524Mt in 1992. ~25% India share of output The single biggest producer. \$31.9B Lactalis dairy revenue First to pass 30 billion. 95% New Zealand milk exported The export champion.

These numbers matter because dairy is a staple food, a livelihood for around 150 million households, and a major traded commodity whose prices ripple through farms and shops worldwide. Shifts in India, China and New Zealand move the whole market.

Big Picture

## Global dairy: the big picture

The dairy industry runs on a striking divide. A few countries, above all India, produce enormous volumes largely for their own people, while a different set, led by New Zealand and the EU, specialise in feeding the world through trade. Output keeps rising, cow milk still dominates, and processing is concentrated in a handful of multinational giants.

Looking ahead, growth will lean on Asia and Africa, while climate rules, herd sizes and changing diets reshape Europe and North America. Dairy sits inside the wider food economy tracked in our [US agriculture data](#), and its products run through categories like [yogurt](#) and [ice cream](#), all shaped by the growing [world population](#).

FAQ

## Frequently Asked Questions: Global Dairy

The world produced about 982 million tonnes of milk in 2024, up roughly 1.4 percent on the year. Output is forecast to reach around 1,146 million tonnes by 2034.

India is by far the largest milk producer, at about 245.9 million tonnes, roughly a quarter of world output.

The European Union and the United States follow.

France-based Lactalis is the largest dairy company, with about 31.9 billion dollars of dairy revenue. Nestle, Dairy Farmers of America, Danone and Yili complete the top five.

Cow milk dominates at roughly 81 percent of world output, followed by buffalo milk at about 15 percent, most of it from India and Pakistan. Goat and sheep milk make up the small remainder.

The European Union, New Zealand and the United States together account for roughly 70 percent of processed dairy exports. New Zealand is the export champion, selling about 95 percent of its milk abroad.

The European Union is the leading cheese exporter by a wide margin, shipping about 1.38 million tonnes, ahead of the United States and New Zealand.

New Zealand dominates whole milk powder exports at about 1.37 million tonnes, far ahead of the European Union. This reflects New Zealand strong focus on export commodities.

Estimates vary by scope, but the global dairy market is generally valued in the hundreds of billions of dollars, with the top 20 companies alone turning over more than 250 billion dollars a year.

Yes. World milk output has risen from 524 million tonnes in 1992 to about 982 million tonnes in 2024, and is projected to keep growing, led by India, Pakistan and sub-Saharan Africa.

New Zealand leads milk exports by value at about 7.8 billion dollars, followed by Germany and the United States. Europe as a whole supplies over half of global milk export value.

Sources



[FAO - Dairy production and products, milk production](#) - world output, shares and milk by animal.

[OECD-FAO Agricultural Outlook](#) - production forecasts and export shares.

[Rabobank - Global Dairy Top 20](#) - largest dairy companies by revenue.

[USDA FAS - Dairy: World Markets and Trade](#) - exporter production and trade data.

[IDF - World Dairy Situation Report 2024](#) - exports by product, cheese, butter and powder.

Production is milk from all animals in million tonnes. The European Union is shown as a single bloc, which overlaps with member states such as Germany and France in trade tables. Company figures are dairy-only revenue. The 2034 output figure is a forecast. This is data journalism, not investment advice.

## STATISTICS REPORT

# Global revenue of Red Bull 2011–2026

Updated Aug 9, 2026 · [businessstats.com/red-bulls-company-sales-worldwide](https://businessstats.com/red-bulls-company-sales-worldwide)

|                                  |                            |                                  |
|----------------------------------|----------------------------|----------------------------------|
| <b>EUR 13.1B</b><br>REVENUE 2026 | <b>15B</b><br>CANS SOLD    | <b>43%</b><br>MARKET SHARE       |
| <b>178</b><br>COUNTRIES          | <b>21,924</b><br>EMPLOYEES | <b>EUR 4.25B</b><br>REVENUE 2011 |

## Overview

### Revenue of Red Bull worldwide from 2011 to 2026

Red Bull generated about 13.1 billion euros in revenue worldwide in 2026, more than three times its 2011 level of about 4.25 billion. The energy drink maker has grown almost every year, selling close to 15 billion cans.

Red Bull is one of the great success stories of the consumer goods industry, having created the energy drink category from nothing in 1987 and grown it into a business worth more than 13 billion euros a year.

On company figures, Red Bull revenue rose from about 4.25 billion euros in 2011 to 6.31 billion in 2020, then surged to 9.68 billion in 2022, 11.23 billion in 2024 and a record 12.2 billion in 2025, with about 13.1 billion estimated for 2026.

The story of Red Bull is one of the most remarkable in modern business, a single energy drink turned into a global empire spanning beverages, media, and some of the best-known teams in world sport.

This overview traces Red Bull revenue year by year from 2011 to 2026, alongside cans sold, market share, employees, brand value and the outlook for the rest of the decade. Few consumer brands have grown so consistently or built such a dominant position in their category as Red Bull has over the past decade and a half.

Red Bull is privately held, owned by the Thai Yoovidhya family and the Austrian Mateschitz family, whose fortunes rank among the worlds largest, as our [billionaires around the world](#), [how many billionaires there are](#) and [top billionaire countries](#) coverage tracks.

Red Bull Revenue and Cans Sold, 2011-2026Revenue bars, cans line.

Data:

Revenue of Red Bull worldwide from 2011 to 2026, in billion euros, based on Red Bull company figures.

Note:

Figures are group turnover in billion euros. The 2026 value is an estimate. Compiled by BusinessStats.Switch views with the toolbar.

**Revenue bars, cans line:** Red Bull revenue has grown from about 4.25 billion euros in 2011 to an estimated 13.1 billion in 2026, while cans sold have tripled to close to 15 billion.

The company holds about 43 percent of the global energy drink market, far ahead of rival Monster, whose listing our [Nasdaq stock market](#) coverage frames alongside the wider beverage industry.

A note on the data. The figures show Red Bull revenue from 2011 to 2026, in billion euros, based on company reports. Figures are group turnover, the 2026 value is an estimate, and country and regional splits are estimates, since Red Bull does not publish them.

Red Bull GmbH is a private company and does not publish full financial accounts, but it releases selected figures each year, including group turnover, cans sold, employee numbers and the countries in which it operates.

Group turnover here means total revenue across the whole Red Bull group, including its drinks business and its media, sports and other activities, reported in billion euros.

At a Glance

## Red Bull Revenue and Cans Sold

Red Bull Revenue and Cans Sold, 2011-2026Click any column to sort

| YEAR | REVENUE (EUR BN) | CANS (BN) |
|------|------------------|-----------|
| 2011 | 4.25 bn          | 4.2 bn    |
| 2014 | 5.11 bn          | 5.6 bn    |
| 2017 | 6.29 bn          | 6.3 bn    |
| 2020 | 6.31 bn          | 7.9 bn    |

|      |          |         |
|------|----------|---------|
| 2021 | 7.82 bn  | 9.8 bn  |
| 2022 | 9.68 bn  | 11.6 bn |
| 2023 | 10.55 bn | 12.1 bn |
| 2024 | 11.23 bn | 12.7 bn |
| 2025 | 12.20 bn | 14.0 bn |
| 2026 | 13.10 bn | 15.0 bn |

The table sets out Red Bull revenue and cans sold from 2011 to 2026. It shows steady growth through the 2010s, a sharp acceleration after 2020, and record revenue and volumes in the mid-2020s. Reading down the years shows steady growth through the 2010s, the sharp post-pandemic acceleration, and the record revenue and cans sold of the mid-2020s.

Revenue Growth

## How Fast Is Red Bull Growing?

Red Bull revenue has grown strongly, from about 4.25 billion euros in 2011 to 13.1 billion in 2026. Growth was steady through the 2010s before accelerating sharply after 2020, with two years of about 24 percent growth in 2021 and 2022.

The growth of Red Bull revenue over 15 years, more than tripling with only a brief pause, is one of the most consistent expansion stories in the global drinks industry.

Red Bull revenue rose from about 4.25 billion euros in 2011 to 6.31 billion in 2020, then jumped about 24 percent in both 2021 and 2022, reaching 9.68 billion, before settling to high single-digit growth.

The trajectory of Red Bull revenue, climbing steadily for a decade and then surging after the pandemic, tracks both the growth of the energy drink category and the companys relentless global expansion.

The two years of roughly 24 percent growth in 2021 and 2022 stand out as the fastest in the companys recent history, a burst that lifted revenue from about 6.3 billion euros to nearly 9.7 billion.

The consistency of that growth, through recessions, a pandemic and shifting consumer tastes, is a testament to the durability of the energy drink category Red Bull created.

The post-pandemic surge reflected the recovery of on-the-go consumption, strong demand from younger drinkers, and price rises, a beverage boom that lifted the entire drinks industry and the billionaires behind it.

How Red Bull Revenue Was Built, 2020-2026 (EUR bn)A revenue bridge.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them. Switch views with the toolbar.

**A revenue bridge:** from a base of about 6.3 billion euros in 2020, Red Bull added revenue almost every year to reach an estimated 13.1 billion in 2026.

Growth has since settled to a still-strong high single digits, with revenue rising about 8.6 percent in 2025 and an estimated 7 percent in 2026, as Red Bull continued to expand its lead in energy drinks worldwide.

The slowdown from the exceptional growth of 2021 and 2022 to a still-strong high single digits reflects the maturing of some markets, even as Red Bull keeps expanding rapidly in newer ones across the developing world.

Cans Sold

## How Many Cans Does Red Bull Sell?

Red Bull sold about 15 billion cans worldwide in 2026, up from just over 4 billion in 2011, more than tripling in 15 years. Volume growth has closely tracked revenue, with 13.97 billion cans sold in 2025 alone.

The steady climb in cans sold, from just over 4 billion to close to 15 billion, is the clearest measure of how far Red Bull has expanded its reach across the world.

Red Bull sold about 4.25 billion cans in 2011, 7.9 billion in 2020 and 13.97 billion in 2025, an estimated 15 billion in 2026, more than tripling its volume over 15 years.

The rise in cans sold, more than tripling in 15 years, is perhaps the purest measure of Red Bull success, reflecting how many more people around the world reach for the drink each year.

Volume growth has been remarkably consistent, and the milestone of nearly 14 billion cans in 2025, rising toward 15 billion in 2026, underlines the scale Red Bull has reached. Each of those cans represents a sale in one of the 178 countries where Red Bull is now sold, a distribution network built up patiently over nearly four decades.

The steady rise in volume, year after year, is the clearest sign that Red Bull continues to win new drinkers even as the market matures in its oldest regions.

The steady rise in cans sold reflects Red Bulls expansion into new markets and its enduring appeal, as the company has grown to be sold in 178 countries, a global reach few consumer brands can match, spanning the richest and fastest-growing markets our wealth per adult coverage tracks.

Red Bull Cans Sold, 2011-2026 (billion)Close to 15 billion.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them.Switch views with the toolbar.

**Close to 15 billion:** Red Bull sold about 4.25 billion cans in 2011 and close to 15 billion in 2026, more than tripling its volume over 15 years.

Cans sold rose about 10 percent in 2025, outpacing revenue growth, a sign that volume rather than price was the main driver, as Red Bull pushed into emerging markets in Asia, Africa and Latin America.

The faster growth in cans than in revenue in recent years points to the growing importance of emerging markets, where prices are lower but volumes are rising quickly.

Market Share

## What Is Red Bull Market Share?

Red Bull is the worlds leading energy drink, with about 43 percent of the global market in 2026, well ahead of Monster on about 30 percent. Newer rivals such as Celsius have grown fast but remain far smaller.

The dominance of Red Bull in energy drinks, holding a larger share than any rival, is the foundation of its revenue and one of the strongest market positions in all of consumer goods.

Red Bull holds about 43 percent of the global energy drink market in 2026, ahead of Monster on about 30 percent, with Celsius and others sharing the rest of a fast-growing market.

The commanding market share of Red Bull, larger than any competitor, is the bedrock of its business and one of the most durable leads in the entire consumer goods industry. The gap between Red Bull and

Monster, its nearest rival, has remained wide for years, even as newer brands such as Celsius have grown quickly from a much smaller base.

Holding well over 40 percent of a fast-growing global market, Red Bull enjoys a scale advantage that allows it to outspend rivals on marketing while remaining highly profitable and firmly in the lead.

The dominance of Red Bull reflects decades of marketing and its first-mover advantage in creating the energy drink category in 1987, a lead its rivals, including the Nasdaq-listed Monster, have struggled to close, a contest our [global stock markets](#) coverage frames through the listed drinks giants.

Global Energy Drink Market Share, 2026 (%)Red Bull leads.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them.Switch views with the toolbar.

**Red Bull leads:** Red Bull holds about 43 percent of the global energy drink market in 2026, well ahead of Monster on about 30 percent.

In the United States, the largest energy drink market, Red Bull holds about 37 percent, competing closely with Monster, while newer entrants such as Celsius have taken share from both, reshaping a fast-growing market our [wealthiest Americans](#) coverage frames.

The rise of newer rivals such as Celsius, which has grown rapidly in the United States, is the main competitive threat to Red Bull and Monster, though both remain far larger.

Employees

## How Many People Does Red Bull Employ?

Red Bull employed about 21,924 people at the end of 2025, up from about 7,000 in 2011, tripling its workforce as the company expanded worldwide. Headcount rose about 10 percent in 2025 alone.

The tripling of the Red Bull workforce over 15 years reflects not only its growing drinks business but its expansion into media, sports and events on a global scale. Red Bull employed about 21,924 people at the end of 2025, up from 19,973 a year earlier and around 7,000 in 2011, tripling its workforce as it expanded

across 178 countries.

The steady growth of the Red Bull workforce mirrors the expansion of the business, from a drinks company into a sprawling operation spanning media, sport and events across the world. From around 7,000 staff in 2011 to almost 22,000 by 2025, the growth in headcount is a direct reflection of how far the business has expanded across products and regions.

The growth in employees reflects Red Bulls expansion into new markets and its investments beyond drinks, in media, sports teams and events, which employ thousands of people across the regions our [the ultra-wealthy by country coverage maps](#).

Red Bull Employees by Division, 2020-2026A growing workforce.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them. Switch views with the toolbar.

**A growing workforce:** Red Bull employed about 21,924 people at the end of 2025, split across its drinks, media and sports, and other divisions, up from around 7,000 in 2011.

Beyond its drinks business, Red Bull employs people across its media house, its Formula One and football teams, and its many sponsored events, making it far more than a beverage company in scale and reach.

The breadth of the Red Bull workforce, spanning drinks, media, Formula One and football, reflects a business that has grown far beyond its origins as a single energy drink.

By Market

## Which Is Red Bull Biggest Market?

Red Bulls largest single market is the United States, estimated to account for about 30 percent of global sales, followed by Germany, Brazil, Japan and the United Kingdom. These figures are estimates, as Red Bull does not disclose country revenue.

The geography of Red Bull sales, led by the United States but increasingly driven by emerging markets, reflects both its mature strongholds and its main sources of future growth.

The United States is estimated to be Red Bulls largest single market, at around 30 percent of global sales, followed by Germany, Brazil, Japan and the United Kingdom, though the company does not confirm country figures.

The spread of Red Bull sales across mature and emerging markets alike reflects a company that has both defended its strongholds and pushed relentlessly into new territories. The United States remains the single most important market, but the fastest growth now comes from Latin America, Asia and Africa, where energy drink consumption is rising quickly.

Together, its mature markets and its fast-growing emerging ones give Red Bull a balance of stability and growth that few consumer companies can match.

The strength of Red Bull in the United States, the worlds largest energy drink market, has been central to its growth, alongside rapid expansion in emerging markets, a spread our [largest economies](#) coverage frames through the size of those markets.

Red Bull Markets by Size, Growth and ShareBubbles show each market.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them.Switch views with the toolbar.

**Bubbles show each market:** the position shows estimated share of sales and growth, and the bubble size shows each market weight. The US is largest, while India and China grow fastest. Figures are estimates.

Emerging markets in Latin America, Asia and Africa have become the main engines of volume growth, as Red Bull expands beyond its mature markets in Europe and North America into the fast-growing regions our [wealth by region](#) coverage tracks.

The shift toward emerging markets as the main source of growth is gradually changing the geography of Red Bull sales, reducing its dependence on its mature European and North American strongholds.

Brand Value

## How Valuable Is the Red Bull Brand?

Red Bull is one of the world's most valuable brands, worth about 8.7 billion euros in 2025 and ranked as Austria's most valuable brand. Its brand value has grown steadily alongside its revenue and global reach.

The strength of the Red Bull brand, among the most valuable in the world, is both a cause and a consequence of its commercial success, built on decades of distinctive marketing.

Red Bull was valued at about 8.7 billion euros as a brand in 2025, ranked as Austria's most valuable brand, its value having grown steadily alongside revenue and global reach. The extraordinary value of the Red Bull brand, built almost entirely through marketing rather than advertising in the traditional sense, is one of the great achievements of modern brand-building.

Ranked as the most valuable brand in Austria and among the best-known in the world, Red Bull has turned marketing into its single greatest competitive advantage. The brand value, close to 9 billion euros, is itself a measure of the loyalty and recognition Red Bull has built among consumers worldwide over nearly four decades.

The strength of the Red Bull brand rests on its marketing, from Formula One and extreme sports to music and culture, which has made it one of the most recognized consumer brands in the world, worth billions as an asset, appealing to buyers from the mass market to the ultra-wealthy our [ultra-wealthy by region](#) coverage covers.

Red Bull Brand Value, 2015-2025 (EUR bn) Among the most valuable.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them. Switch views with the toolbar.

**Among the most valuable:** Red Bull was valued at about 8.7 billion euros as a brand in 2025, ranked as the most valuable brand in Austria.

Red Bull reinvests a large share of its revenue, estimated at a quarter to a third, into marketing and sponsorship, an unusually high level that has built one of the strongest brands in the beverage industry, a sector our [billionaire wealth](#) coverage tracks.

The unusually high share of revenue that Red Bull spends on marketing, far above the industry norm, is the engine behind both its brand value and its commercial success.

Competitors

## How Does Red Bull Compare with Rivals?

Red Bull leads its rivals across most measures that matter, from market share and brand value to global reach, though newer brands such as Celsius are growing faster from a smaller base. Monster is its closest all-round competitor.

The economics of Red Bull, earning close to a euro of revenue per can at enormous volumes, help explain how a single product has built one of the most profitable private companies in the world.

With volumes in the billions, even a revenue of well under a euro per can adds up to a business worth more than 13 billion euros a year, and one of the most profitable of its kind.

Red Bull outscores Monster on brand value and global reach, built on decades of marketing, while Monster offers a wider range of flavours and formats. Both dwarf Celsius, the fast-growing newcomer, on scale.

Red Bull vs Monster vs Celsius (index, 0-100)How the leaders compare.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them.Switch views with the toolbar.

**How the leaders compare:** Red Bull leads on market share, brand value and global reach, Monster on product range, and Celsius on growth, on an indexed scale.

The main threat to Red Bull is not any single rival but the speed at which newer brands such as Celsius are growing, winning younger drinkers and forcing the established leaders to innovate faster than before.

Forecast

## What Is the Red Bull Revenue Forecast?

Red Bull revenue is expected to keep growing, potentially reaching 17 billion euros by 2030, driven by expansion in emerging markets, new flavours and formats, and the continued growth of the global energy drink market.

The outlook for Red Bull rests on the continued growth of energy drinks and its ability to defend a commanding market share against a growing field of rivals. Red Bull revenue could reach about 17 billion euros by 2030 on current trends, driven by emerging markets, new products and the continued growth of energy drinks, though competition is intensifying.

The outlook for Red Bull is bright but not without risk, resting on the continued growth of energy drinks and its ability to fend off a growing field of ambitious rivals. Should current trends continue, Red Bull revenue could approach 17 billion euros by the end of the decade, cementing its position as the dominant force in energy drinks.

The main uncertainties are health and regulatory pressures on energy drinks and the rise of ambitious competitors, but Red Bull scale and brand leave it well placed to keep growing.

The long-term outlook rests on the continued growth of energy drinks worldwide, especially among younger consumers, and the ability of Red Bull to defend its lead against Monster, Celsius and rivals, in an industry whose fortunes our [largest companies by market value](#) coverage sets out.

Red Bull Revenue Forecast to 2030 (EUR bn) Toward 17 billion.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them. Switch views with the toolbar.

**Toward 17 billion:** Red Bull revenue could reach about 17 billion euros by 2030, driven by emerging markets and the growth of energy drinks.

Risks to the forecast include health concerns over energy drinks, regulation in some markets, and rising competition, though Red Bulls scale and brand strength leave it well placed to keep growing through the rest of the decade.



## Key Facts

### Red Bull in Numbers

A few figures capture the picture. Red Bull generated about 13.1 billion euros in revenue in 2026, sold close to 15 billion cans, holds about 43 percent of the global energy drink market, and employs almost 22,000 people.

These figures together capture the scale of a company that turned a single energy drink into a global business worth more than 13 billion euros a year.

These figures together tell the story of a company that turned a single product into a global business worth more than 13 billion euros a year and one of the strongest brands in the world.

These figures matter because they show the scale of one of the worlds most successful private companies, a picture our [biggest companies by value](#) coverage sets alongside the listed drinks giants.

Red Bull Revenue Milestones (EUR bn)Growth over time.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them.Switch views with the toolbar.

**Growth over time:** Red Bull revenue has more than tripled since 2011 and is forecast to near 17 billion euros by 2030.

EUR 13.1BRevenue 2026Record high. 15BCans soldWorldwide. 43%Market shareEnergy drinks.  
178CountriesSold in.

Together they describe a company that created the energy drink category and has grown it into a business worth over 13 billion euros a year, dominant in its market and one of the strongest brands in the world.

For now, Red Bull stands as the clear leader of the global energy drink market, a private company of extraordinary scale and reach and one of the most valuable brands in the world.

## Big Picture



## Red Bull Revenue: The Big Picture

Taken together, Red Bull revenue from 2011 to 2026 shows one of the great growth stories in consumer goods, more than tripling over 15 years to over 13 billion euros, on the back of relentless marketing and global expansion.

Red Bull in 2011 vs 2026A decade and a half of growth.

Data:

Red Bull data compiled by BusinessStats from Red Bull company reports and industry sources.

Note:

Figures are group turnover in billion euros. Country and regional splits are estimates, as Red Bull does not disclose them. Switch views with the toolbar.

**A decade and a half of growth:** both Red Bull revenue and cans sold have more than tripled between 2011 and 2026.

Whether Red Bull can keep growing at its recent pace will depend on emerging markets and the fight against newer rivals, but in 2026 it remains the undisputed leader of the global energy drink industry.

FAQ

## Frequently Asked Questions: Red Bull Revenue

About 13.1 billion euros worldwide in 2026, up from a record 12.2 billion in 2025, more than three times its 2011 level of about 4.25 billion euros.

Close to 15 billion cans worldwide in 2026, up from 13.97 billion in 2025 and just over 4 billion in 2011. Red Bull is sold in 178 countries.

The Thai Yoovidhya family owns 51 percent and the Austrian Mateschitz family, through Mark Mateschitz, owns 49 percent. The company is privately held.

About 43 percent of the global energy drink market in 2026, well ahead of Monster on about 30 percent. In the US it holds about 37 percent.

Revenue grew about 8.6 percent in 2025 and an estimated 7 percent in 2026, after two exceptional years of about 24 percent growth in 2021 and 2022.



About 21,924 people at the end of 2025, up from around 7,000 in 2011, across its drinks, media, sports teams and events businesses.

About 8.7 billion euros in 2025, making it Austria's most valuable brand, built on decades of marketing in Formula One, extreme sports and music.

The United States, estimated to account for about 30 percent of global sales, followed by Germany, Brazil and Japan. Country figures are estimates.

Yes, by market share. Red Bull holds about 43 percent of the global energy drink market against Monsters roughly 30 percent, though Monster is listed and Red Bull is private.

From Red Bull company reports, which publish annual turnover and cans sold. The 2026 value is an estimate, and country splits are estimates, as Red Bull does not disclose them.

#### Sources

Red Bull GmbH company reports - Source for Red Bull revenue and cans sold worldwide from 2011 to 2026.

Red Bull and industry sources - Source for market share, brand value and market detail, compiled by BusinessStats.

[Red Bull Company Profile](#) - Publishes annual turnover, cans sold and company figures.

Figures show Red Bull revenue worldwide from 2011 to 2026, in billion euros, based on Red Bull company reports. Revenue reached a record 12.2 billion euros in 2025, with about 13.1 billion estimated for 2026, more than three times its 2011 level. Red Bull holds about 43 percent of the global energy drink market. The 2026 value is an estimate, and country splits are estimates, as Red Bull does not disclose them. This is data journalism, not investment advice.

## STATISTICS REPORT

# Energy Drinks Market Worldwide – Statistics & Facts 2026

 Updated Sep 6, 2026 · [businessstats.com/energy-drinks-worldwide](https://businessstats.com/energy-drinks-worldwide)

|                                    |                                 |                                     |
|------------------------------------|---------------------------------|-------------------------------------|
| <b>\$85B</b><br>GLOBAL MARKET 2025 | <b>8%</b><br>CAGR 2025-2032     | <b>43%</b><br>RED BULL MARKET SHARE |
| <b>\$22B</b><br>US MARKET 2025     | <b>\$145B</b><br>PROJECTED 2032 | <b>37%</b><br>NORTH AMERICA SHARE   |

## Overview

### Energy Drinks Market Worldwide 2025 – An \$85 Billion Industry

The global energy drinks market has become one of the most dynamic and rapidly expanding segments of the broader beverages industry. Worth approximately **\$85 billion in 2025**, the market has grown from approximately \$50 billion in 2017 – a gain of roughly 70% in eight years. This growth reflects a fundamental shift in how consumers, particularly younger demographics, approach energy, focus, and physical performance. Energy drinks are no longer a niche category consumed exclusively by athletes and late-night workers; they have become mainstream beverages consumed across occasions, demographics, and geographies. The industry's trajectory shows no signs of slowing: the global energy drinks market is projected to reach **\$145 billion by 2032** at a compound annual growth rate of approximately 8%, driven by emerging market expansion, sugar-free and functional product innovation, and the explosive growth of gaming, esports, and digital entertainment culture. For comparison with adjacent beverage categories see our [sports drinks market statistics](#) and [top ice cream brands](#) analysis of consumer packaged goods trends.

Two companies dominate the global energy drinks market to a degree rarely seen in any major consumer category. **Red Bull GmbH**, privately owned by the Austrian Mateschitz family, commands approximately 43% of global market share by volume, generating approximately \$12 billion in annual revenue from energy drink sales alone. **Monster Beverage Corporation**, in which Coca-Cola holds a strategic stake, controls approximately 39% of the market. Together, Red Bull and Monster account for over 80% of the global energy drinks market, leaving all other brands – including Rockstar (owned by PepsiCo), Bang, Celsius,

NOS, Full Throttle, and hundreds of regional brands - competing for the remaining roughly 18%. This extraordinary market concentration is unusual even by global consumer goods standards, where the top two players typically control 40-60% of any given category. The energy drink duopoly reflects the extraordinary brand-building investments both companies have made over decades, particularly in extreme sports, motorsport, gaming, and music - cultural territories that resonate deeply with the core 18-34 demographic that drives the majority of energy drink consumption.

Market Size 2017-2032

## Global Energy Drinks Market Size 2017-2032 - From \$50B to \$145B

The chart below shows the global energy drinks market size from 2017 to 2032, including historical data and projected figures. The market has grown consistently in most years, with only minor slowdowns during COVID-19 (2020) when on-premise consumption channels (bars, clubs, gyms) were closed. The post-pandemic recovery was sharp, with 2021-2023 delivering particularly strong growth as consumers returned to out-of-home occasions and new sugar-free products drove premiumisation across the category.

Global Energy Drinks Market 2017-2032 Energy Drinks Market Size Worldwide - USD Billions USD Billions · Grand View Research · Mordor Intelligence · \*2026-2032 projected \$85B2025 Market Size Actual Projected

CAGR ~8% · 2025-2032 Sources: Grand View Research · Mordor Intelligence · Fortune Business Insights · \*2026-2032 projected

Brand Rankings

## Energy Drink Brand Market Share 2025 - Red Bull vs Monster vs the Rest

Red Bull's market dominance is built on one of the most focused and consistent brand-building strategies in consumer goods history. The company spends approximately **30% of annual revenue on marketing** - an extraordinary ratio - almost entirely on sports and cultural sponsorships rather than traditional advertising. Red Bull Racing in Formula 1, Red Bull's ownership of multiple football clubs (RB Leipzig, Red Bull Salzburg, New York Red Bulls), and its sponsorship of extreme sports events like Red Bull Stratos and Red Bull Crashed Ice have made Red Bull one of the world's most recognisable brands among 18-35 year olds globally. Monster takes a different approach - heavier use of conventional retail promotions, sponsorship of NASCAR, UFC, and motocross, and aggressive pricing that makes it more accessible than Red Bull at retail. For Red Bull's own worldwide sales trajectory see our [Red Bull company sales worldwide](#) data.



Global Energy Drinks Market Share 2025 Energy Drinks Brand Market Share - Worldwide 2025 % of global market by volume · Euromonitor International · Nielsen 2025

## Top Energy Drink Brands – Revenue Ranking 2025

Regional Breakdown

## Energy Drinks Market by Region 2025 – North America Leads, Asia-Pacific Fastest Growing

North America remains the largest regional market for energy drinks, accounting for approximately **37% of global revenue** - approximately \$31 billion in 2025. The US alone accounts for approximately \$22 billion, making it the single largest national market globally. Europe is the second largest region at approximately 28% of global revenue (\$24 billion), with Germany, the UK, and France the three largest European markets. Asia-Pacific, despite being home to the world's largest population, accounts for approximately 21% of global revenue currently, but is growing the fastest at approximately 13% CAGR annually. China, India, Japan, and Southeast Asia are all experiencing rapid category expansion as urbanisation, rising incomes, and Western lifestyle influences drive adoption. For a fast-growing Asia-Pacific beverage category see our [bubble tea market in China](#) data.

Energy Drinks Market - Regional Revenue 2025 Energy Drinks Revenue by Region - 2025 USD Billions · Euromonitor International · Grand View Research 2025

## Top 10 Energy Drink Consuming Countries 2025

US Market

## US Energy Drinks Market 2017-2026 – From \$13B to \$22B

The United States is the world's most valuable single energy drinks market, worth approximately **\$22 billion in 2025**. The US market has grown from approximately \$13 billion in 2017 - a near-doubling in eight years. Monster leads the US market with approximately 35% share, edging ahead of Red Bull's 32% - the reverse of the global picture, reflecting Monster's stronger US distribution network through Coca-Cola's bottling infrastructure. Celsius Holdings has been the US market's most dramatic success story of the 2020s, growing from under \$100 million in 2019 to over \$2 billion in 2024, capturing approximately 10% of the US market through health-conscious positioning and strong placement in fitness retail. Bang Energy, once a \$1 billion brand, declined sharply after legal disputes with Monster and formulation controversies.

For an adjacent US beverage category see our [sports drinks market statistics](#).

US vs Global Energy Drinks 2017-2026 US Energy Drinks Market vs Global - Revenue 2017 to 2026\* USD Billions · IRI/Circana · Euromonitor · \*2026 projected \$22BUS Market 2025

US CAGR ~7% · Global CAGR ~8% Sources: IRI/Circana US retail data · Euromonitor International · Grand View Research

Consumer Demographics

## Who Drinks Energy Drinks? – Consumer Demographics and Behaviour

The energy drinks consumer base is heavily skewed toward younger male demographics, though the category is diversifying rapidly. **18-34 year old males** account for approximately 50-55% of global energy drink consumption volume - more than half of total consumption despite representing approximately 12% of the global population. This demographic concentration makes energy drinks one of the most age-skewed consumer categories in the world. The primary purchase occasions are: pre-workout or exercise performance (approximately 35% of consumption), studying or mental focus tasks (approximately 25%), combating fatigue at work or while driving (approximately 22%), and social/recreational consumption at parties or gaming sessions (approximately 18%). The gaming demographic has become particularly significant - multiple studies show that regular gamers consume approximately 2-3x more energy drinks per week than non-gamers, and the esports boom of 2018-2025 has directly driven energy drink consumption among a new generation of consumers who may never watch traditional sports.

The sugar-free and zero-calorie segment is the fastest-growing part of the category, growing at approximately 15-18% annually versus approximately 8-10% for the broader category. In the US, sugar-free variants now account for approximately 40% of energy drink volume - up from approximately 20% in 2017. This shift reflects broader consumer health consciousness as well as the influence of keto and low-carbohydrate dietary trends. Red Bull Sugar Free and Monster Ultra (zero sugar) are the leading sugar-free variants globally. The functional energy drink segment - products that add ingredients like B vitamins, adaptogens, nootropics, amino acids, or electrolytes beyond basic caffeine - is growing even faster, at approximately 20% annually, as consumers seek comprehensive performance benefits from their energy beverages. Brands like Celsius, Ghost, and Reign Total Body Fuel have led this functional positioning in the US, while BodyArmor EDGE and others target sports performance occasions.

Key Statistics



## Energy Drinks – Key Market Statistics & Facts 2025

The energy drinks market presents a set of statistics that reveal both its extraordinary scale and its concentrated structure. Red Bull alone sells approximately **12.1 billion cans per year** globally – approximately 384 cans per second, every second of every day. Monster sells approximately 10 billion cans annually. Together the two brands move approximately 22 billion units per year – roughly 2.7 cans for every person on earth. The average retail price of a 250ml energy drink globally is approximately \$2.50, though prices range from under \$1 in some emerging markets to over \$5 for premium functional brands in the US and Europe. The industry's profitability is exceptional: energy drink margins are among the highest in the packaged beverages sector, with estimated gross margins of 55-65% for the leading brands – significantly higher than carbonated soft drinks (35-45%) or sports drinks (40-50%).

\$85B Global Market 2025 12.1B Red Bull Cans/Year 80%+ Red Bull + Monster Share \$2.50 Avg. Retail Price (250ml) 40% Sugar-Free Share (US) 60%+ Gross Margin (Top Brands) Market Insight Red Bull Spends 30% of Revenue on Marketing – One of the Highest Ratios in Global Consumer Goods

Red Bull's marketing model is among the most distinctive in global consumer goods. Rather than buying traditional TV or print advertising, Red Bull invests approximately 30% of annual revenue – roughly \$3.6 billion – in sponsorships, events, content production, and athlete endorsements. The company owns Formula 1 teams (Red Bull Racing and VCARB), football clubs on four continents, and produces more original media content than many traditional media companies. This approach has built an aspirational brand identity that resonates globally without a single conventional advertising campaign – a model that virtually every energy drink challenger brand has attempted to replicate, with limited success.

Health & Regulation

## Health Concerns, Regulation, and the Industry Response

The energy drinks industry faces ongoing scrutiny from health authorities, regulators, and parents regarding caffeine content, marketing to minors, and potential health risks. A standard 250ml energy drink contains approximately 80mg of caffeine – roughly equivalent to a standard espresso. However, larger format cans (473ml and 500ml) contain 160-200mg, and some products like Bang Energy and Reign contain up to 300mg per can – approaching the 400mg daily caffeine limit recommended by the FDA for healthy adults. The European Food Safety Authority (EFSA) has set specific caffeine safety thresholds and mandated warning labels on products exceeding 150mg per can. Several countries including Lithuania, Latvia, and Estonia have banned the sale of energy drinks to minors under 18. The UK implemented a ban

on selling energy drinks to children under 16 in 2021. In the US, the FDA has not imposed federal age restrictions, though many retailers voluntarily restrict sales to those under 18.

The industry has responded to health concerns primarily through product innovation - launching sugar-free variants, reducing caffeine content in some formats, and introducing functional ingredients positioned as beneficial rather than merely stimulant. The rise of nootropic energy drinks - products containing adaptogens like ashwagandha, L-theanine, lion's mane mushroom, and other cognitive-supporting ingredients - represents an attempt by the industry to shift its positioning from pure stimulant to functional wellness product. Brands like Celsius, Ghost, and Alani Nu have built billion-dollar businesses on this more health-conscious positioning. The regulatory environment is likely to tighten further in emerging markets as category penetration increases and health authorities accumulate data on consumption patterns - but the industry's track record of adapting through product innovation suggests this will accelerate the sugar-free and functional transition rather than constrain overall market growth.

## **Gaming and Esports - The New Marketing Frontier**

No industry has embraced gaming and esports marketing more enthusiastically than energy drinks. Red Bull pioneered the space with the Red Bull Gaming Sphere and extensive esports team sponsorships. Monster Energy sponsors hundreds of esports athletes and teams globally. G Fuel built its entire brand identity around gaming culture, becoming the unofficial energy drink of streamers and content creators on Twitch and YouTube. The commercial logic is compelling: the global esports audience of approximately 540 million people has enormous demographic overlap with energy drink consumers - predominantly 18-34 year old males who spend multiple hours per day in front of screens. Research consistently shows that gaming sessions trigger energy drink consumption; multiple studies report that regular gamers consume energy drinks at 2-3x the rate of non-gamers. The rise of mobile gaming in Asia - with over 1 billion mobile gamers in China alone - has opened new distribution opportunities for energy brands in markets that were previously underpenetrated. Energy drink brands have also invested heavily in streaming partnerships, with Red Bull and Monster sponsoring major Twitch and YouTube streamers whose combined audiences number in the hundreds of millions.

## **The Sugar-Free Revolution and Functional Beverages**

The most significant product trend reshaping the energy drinks category is the rapid consumer shift toward sugar-free, zero-calorie, and functionally-enhanced products. In the US market, sugar-free variants now account for approximately 40% of volume - up dramatically from approximately 20% in 2017. This shift is



driven by broad consumer health consciousness, the influence of keto and low-carb dietary movements, and increasing awareness of sugar's metabolic effects. Red Bull Sugar Free and Monster Ultra (zero sugar) have become standalone billion-dollar products in their own right. Monster Ultra alone accounts for approximately 15-20% of Monster's total US volume, and its distinctive white can has become a recognisable symbol of the sugar-free movement within the category. The functional energy segment goes beyond mere sugar reduction to actively position energy drinks as performance supplements. Products like Celsius add metabolism-boosting ingredients, Alani Nu targets female consumers with specific nutritional profiles, and brands like Bloom and Nuun target electrolyte replenishment alongside energy. This functional evolution is expanding the total addressable market for energy drinks by attracting consumers who previously avoided the category due to sugar content or perceived unhealthiness - potentially adding tens of millions of new consumers globally over the next decade.

Sugar-Free vs Regular - 2017-2026 Sugar-Free vs Regular Energy Drinks - US Market Share 2017-2026\* % of US market volume · IRI/Circana · SPINS Natural Channel Data · \*2026 projected 40% Sugar-Free 2025

Sugar-Free growing 2x faster than regular Sources: IRI/Circana US Retail Scanner Data · SPINS · Euromonitor International

The global energy drinks market in 2025 sits at a fascinating inflection point. The core category - high-caffeine beverages in standard can formats - remains extremely profitable and is still growing in emerging markets. But the real story is the evolution: sugar-free products growing at nearly double the rate of the overall category, functional beverages commanding premium price points, and an entirely new generation of gaming-oriented brands reaching consumers through digital channels that traditional beverage giants struggle to access. The next decade will see the energy drinks category fragment into distinct sub-segments - performance sports, gaming and focus, health-wellness, and traditional stimulant - each with its own leading brands, consumer demographics, and growth trajectories. The total addressable market is significantly larger than today's \$85 billion figure suggests, provided the industry continues to innovate product formats and expand geographic distribution into the world's billions of underserved consumers across Asia, Africa, and Latin America.

Beverage Market Comparison 2025 Energy Drinks vs Coffee vs Soft Drinks - Global Market Size 2025 USD Billions · Grand View Research · Statista 2025 Forecast 2032



## Energy Drinks Market Forecast – \$145 Billion by 2032

The global energy drinks market is projected to reach approximately **\$145 billion by 2032**, driven by four primary growth vectors. First, emerging market expansion – Asia-Pacific, Latin America, Middle East and Africa are all at early stages of category development relative to North America and Europe, with massive headroom for growth as urbanisation and income growth continue. Second, sugar-free and functional product innovation – the shift toward health-positioned energy products is expanding the total addressable market by attracting consumers who previously avoided traditional high-sugar energy drinks. Third, distribution expansion – energy drinks are still underpenetrated in foodservice, convenience, and emerging market retail channels relative to their ultimate potential. Fourth, the continued growth of gaming and esports as cultural forces, which brings new cohorts of younger consumers into the category annually. For broader consumer market growth in emerging markets see our [food industry in Mexico](#) statistics.

Energy Drinks – Market Forecasts 2032 Global Energy Drinks Market – Key Projections to 2032

\$145B Global Market 2032 (proj.) 8% CAGR 2025–2032 13% Asia-Pacific CAGR \$30B US Market 2032 (proj.) 55% Sugar-Free Share 2032 (proj.) 1.7x Market Growth 2025–2032

FAQ

## Frequently Asked Questions – Energy Drinks Market

The global energy drinks market is worth approximately **\$85 billion in 2025**, up from around \$50 billion in 2017. It is projected to reach \$145 billion by 2032 at a CAGR of approximately 8%.

**Red Bull leads globally with approximately 43% market share** by volume, generating approximately \$12 billion in annual revenue. Monster Energy is second at approximately 39%. Together they control over 80% of the global market.

The US energy drinks market is worth approximately **\$22 billion in 2025** – the largest single national market globally. Monster leads the US at approximately 35% share, with Red Bull at 32% and Celsius at approximately 10%.

**North America is the largest region at approximately 37%** of global revenue (\$31B). Europe is second at 28% (\$24B). Asia-Pacific at 21% is the fastest growing region at approximately 13% CAGR annually.

Key drivers include rising demand among 18–34 year olds, gaming and esports culture, sugar-free product innovation attracting health-conscious consumers, expanding distribution in emerging markets, and the functional beverage trend. Asia-Pacific growth is particularly strong as urbanisation and income growth



drive adoption.

#### Data Sources & References

**Primary:** [Grand View Research - Energy Drinks Market Report 2025](#)

**Primary:** [Mordor Intelligence - Global Energy Drinks Market Analysis](#)

**Supporting:** [Red Bull GmbH - Company Data](#) · [Monster Beverage Corporation - Investor Relations](#) · [Statista - Energy Drinks Topic](#)

All market size figures in USD. Historical data from 2017-2024 based on published market research. 2025 figures based on latest available reports. 2026-2032 figures are projections subject to revision. Brand share data based on volume unless stated.



STATISTICS REPORT

# Food inflation statistics & facts

Updated Sep 30, 2026 · [businessstats.com/food-inflation-statistics](https://businessstats.com/food-inflation-statistics)

|                                    |                                   |                                             |
|------------------------------------|-----------------------------------|---------------------------------------------|
| <b>133.3</b><br>FAO INDEX AUG 2026 | <b>+2.5%</b><br>GLOBAL PRICES YOY | <b>33.8%</b><br>TURKEY FOOD INFLATION       |
| <b>2.7%</b><br>US FOOD INFLATION   | <b>1.3%</b><br>UK FOOD INFLATION  | <b>45%</b><br>LOW-INCOME COUNTRIES ABOVE 5% |

## Overview

## What is food inflation?

Food inflation is the rate at which the prices people pay for food rise over time. It is usually measured as the annual change in the food component of a consumer price index, comparing prices in one month with the same month a year earlier. Economists often split it into food at home, meaning groceries bought in shops, and food away from home, meaning meals in restaurants, cafes and canteens. At the global level, the Food and Agriculture Organization of the United Nations (FAO) tracks the international prices of key traded food commodities through its Food Price Index.

Food inflation matters more than almost any other price. Food is a necessity that people cannot easily cut back on, and it takes a much bigger share of spending for poorer households. In the United States, households spent 9.7 percent of disposable income on food in 2025, but lower-income households spent 33 percent of their before-tax income on food, compared with 6.4 percent for upper-income households, according to the US Department of Agriculture. In low-income countries such as Nigeria, food accounts for close to 60 percent of household spending. When food prices rise quickly, hunger and poverty rise with them, and governments often face political pressure.

The past five years have seen the biggest food price shock in decades. Global food prices climbed to a record in March 2022 after the Russian invasion of Ukraine disrupted exports of grain and sunflower oil, and consumer food inflation reached its highest level in 40 years or more in many countries in 2022 and 2023. Since then, food inflation has eased in most rich economies. But in 2026 world food commodity prices are rising again: the FAO Food Price Index reached 133.3 points in August 2026, its highest level

since late 2022, driven by sugar, cereals and vegetable oils. This report sets out the latest data on global food prices, food inflation by country, the drivers behind it and what it means for households.

133.3FAO Food Price IndexAugust 2026, highest since 2022.+2.5%Global food prices, year on yearAugust 2026, FAO.45%Low-income countries with food inflation above 5%World Bank, June 2026.2.9%US food price forecast2026, USDA. Global Prices

## Global food prices: the FAO Food Price Index

The FAO Food Price Index measures the monthly change in international prices of a basket of food commodities, covering cereals, vegetable oils, dairy, meat and sugar, weighted by their share of world exports. It is expressed as an index with the average of 2014 to 2016 set at 100. Because it tracks prices on world markets rather than in shops, it tends to move before consumer food inflation, which also reflects costs such as processing, transport, packaging, labour and retail margins.

FAO Food Price Index, Annual Average, 2014 to 2025 (2014-2016 = 100)Annual average of the FAO Food Price Index.

Data:

Food and Agriculture Organization of the United Nations, FAO Food Price Index. Compiled by BusinessStats.Switch to the table for exact figures.

**From a record to a new rise:** the FAO Food Price Index averaged a record 144.5 points in 2022, eased to 122.0 in 2024 and rose again to 127.2 in 2025.

For several years before the pandemic, global food prices were relatively stable, with the index averaging between about 92 and 98 points from 2015 to 2020. Prices then surged. The index averaged 125.7 points in 2021 as demand recovered from the pandemic and supply chains struggled, a period covered in our report [on the impact of the coronavirus pandemic on the global economy](#), and a record 144.5 points in 2022, when the war in Ukraine pushed up prices of wheat, maize and vegetable oils. The index peaked at 160.2 points in March 2022, the highest level since records began in 1990.

Prices then fell back to an average of 124.5 points in 2023 and 122.0 in 2024, before rising 4.3 percent to 127.2 points in 2025, driven by higher prices for vegetable oils, dairy and meat. In August 2026, the index stood at 133.3 points, up 1.9 percent from July and 2.5 percent from a year earlier, although still 16.8 percent below its March 2022 peak.

## Commodities

## Which food commodities are driving prices

Different foods have moved in very different directions. In 2025, vegetable oil prices averaged 161.6 points, up 17.1 percent from 2024, because of tight supplies of palm, soy, sunflower and rapeseed oil and strong demand for biofuels. Dairy prices rose 13.2 percent to 146.9 points, and meat prices 5.1 percent to 123.2 points, a record high driven largely by beef. In contrast, cereal prices fell 4.9 percent to 107.9 points thanks to good harvests, and sugar prices dropped 17.0 percent to 104.3 points as global supply improved.

FAO Food Price Sub-Indices, Annual Average, 2024 vs 2025 Annual average of each FAO commodity price index (2014-2016 = 100).

Data:

Food and Agriculture Organization of the United Nations, January 2026. Compiled by BusinessStats. Switch to the table for exact figures.

**Oils and dairy up, cereals and sugar down:** vegetable oil prices rose 17 percent in 2025 and dairy prices 13 percent, while sugar fell 17 percent and cereals 5 percent.

The picture has shifted again in 2026. In August 2026, the FAO sugar index jumped 11.9 percent in a single month to 106.4 points, its highest since June 2025, on concerns about hot, dry weather in Europe and Asia and lower production in Brazil. Cereal prices rose 2.2 percent to 116.3 points, the highest since May 2024, as wheat was supported by disruptions to Black Sea exports and weather concerns; international wheat prices were 15.0 percent higher than a year earlier. The vegetable oil index reached 196.9 points, its highest since June 2022, while dairy rose 2.3 percent to 119.2 points and meat 1.0 percent to 127.9 points.

### Key Drivers of Food Prices in 2026

- **Weather:** heat and drought in Europe and Asia and lower sugar output in Brazil pushed sugar prices up 11.9 percent in August 2026.
- **Black Sea disruption:** ongoing disruptions to export logistics lifted wheat prices 15 percent year on year.
- **Energy and fertiliser:** fertiliser prices were about 35 percent higher in the first five months of 2026 than a year earlier, according to the World Bank.
- **Vegetable oils:** tight supply and biofuel demand kept vegetable oil prices at their highest since mid 2022.

- **El Nino risk:** the World Bank warned of a 61 to 87 percent probability of El Nino emerging by mid 2026, a threat to rice output in South Asia and southern Africa.

By Country

## Food inflation by country

Consumer food inflation varies enormously from country to country, reflecting local harvests, exchange rates, energy costs and economic policy. In August 2026, the highest rates among major economies were in Turkey, where food and non-alcoholic beverage prices were 33.8 percent higher than a year earlier, and Nigeria, where food inflation was 19.6 percent. Both countries have experienced sharp falls in their currencies, which raise the cost of imported food, fuel and fertiliser. See our ranking of [the countries with the highest inflation rates](#) for the wider context.

Annual Food Inflation in Selected Economies, August 2026 (%) Year-on-year change in consumer food prices in August 2026.

Data:

TurkStat, National Bureau of Statistics of Nigeria, Ministry of Statistics and Programme Implementation (India), IBGE, Statistics Bureau of Japan, US Bureau of Labor Statistics, ONS, Eurostat and National Bureau of Statistics of China.

Note:

the euro area figure covers food, alcohol and tobacco. Compiled by BusinessStats. Switch to the table for exact figures.

**From 34 percent to deflation:** food prices rose 33.8 percent in Turkey and 19.6 percent in Nigeria in the year to August 2026, but fell 1.4 percent in China.

India recorded food inflation of 5.95 percent in August 2026, above its headline inflation rate of 4.82 percent, with rural households facing higher food inflation, at 6.13 percent, than urban households, at 5.64 percent. Brazil had food inflation of 3.5 percent and Japan 3.1 percent, the lowest in Japan since July 2024, helped by a 15.7 percent fall in rice prices after a record surge in 2025.

In the rich economies of North America and Europe, food inflation has fallen to low levels. It was 2.7 percent in the United States, 1.3 percent in the United Kingdom, the lowest since September 2021, and 1.1 percent for food, alcohol and tobacco in the euro area. In China, food prices fell 1.4 percent, with pork

prices down 11.8 percent, although egg prices rose 15.0 percent and beef 5.3 percent. More detail on general inflation is available in our data on [inflation rates in selected countries](#) and [monthly inflation in developed and emerging economies](#).

Developing Countries

## Food inflation in developing countries

High food inflation remains widespread in poorer countries. The World Bank, in its Food Security Update of June 2026, reported that 45.0 percent of low-income countries had food inflation above 5 percent, along with 36.7 percent of lower-middle-income countries and 29.8 percent of upper-middle-income countries. Among high-income countries, only 5.1 percent had food inflation above that level.

Share of Countries With Food Inflation Above 5%, by Income Group, 2026 (%) Share of countries in each income group with annual food inflation above 5 percent.

Data:

World Bank, Food Security Update, June 2026. Compiled by BusinessStats. [Switch to the table for exact figures.](#)

**The poorer the country, the higher the food inflation:** 45 percent of low-income countries had food inflation above 5 percent in 2026, compared with 5 percent of high-income countries.

The World Bank also measures real food inflation, which compares food price growth with overall inflation. In about 14 percent of the 169 countries it analysed, food prices were rising faster than prices in general, with lower-middle-income countries most affected. Because food makes up such a large share of spending in these countries, even moderate food inflation can push millions of people into food insecurity. The World Bank warned in 2026 that fertiliser prices had risen about 35 percent in the first five months of the year, and that a possible El Nino event could cut rice output in vulnerable regions, adding to risks for 2027.

United States

## Food inflation in the United States

In the United States, food inflation peaked in 2022, when grocery prices rose 11.4 percent on average, the largest annual increase in more than four decades, according to the USDA Economic Research Service. Restaurant prices rose 7.6 percent. Food inflation then slowed: grocery prices rose 5.1 percent in 2023, 1.2 percent in 2024 and 2.3 percent in 2025, below the 20-year average of 2.6 percent. Restaurant prices

have risen faster, by 7.1 percent in 2023, 4.1 percent in 2024 and 3.8 percent in 2025, because labour and rent make up a larger share of their costs. Our data on [the monthly US inflation rate](#) covers the wider picture.

US Food Price Inflation, Food at Home vs Away From Home, 2022 to 2026 (%)Annual average change in consumer prices.

Data:

USDA Economic Research Service, Food Price Outlook, September 2026.

Note:

2026 is a forecast. Compiled by BusinessStats.Switch to the table for exact figures.

**Grocery inflation has cooled, restaurants stay higher:** US grocery prices rose 11.4 percent in 2022 but are forecast to rise 2.4 percent in 2026, while restaurant prices are expected to rise 3.5 percent.

The USDA forecasts that all food prices will rise 2.9 percent in 2026, with a prediction interval of 2.5 to 3.2 percent. Grocery prices are expected to rise 2.4 percent and restaurant prices 3.5 percent, and all food prices are projected to rise 2.0 percent in 2027. In August 2026, the Bureau of Labor Statistics reported that food prices were 2.7 percent higher than a year earlier, with food at home up 2.2 percent and food away from home up 3.4 percent, against overall inflation of 3.4 percent driven by a 16.3 percent jump in energy prices.

US Categories

## US food prices by category

Average food inflation hides large swings in individual products. In 2025, egg prices rose 21.9 percent in the United States because of outbreaks of avian influenza, which forced farmers to cull millions of laying hens, and beef and veal prices rose 11.6 percent as the national cattle herd fell to its lowest level in decades. Sugar and sweets rose 5.1 percent and nonalcoholic beverages, including coffee, 3.8 percent, while fresh vegetables fell 0.4 percent and fats and oils 0.8 percent.

US Food Price Changes by Category, 2025 Actual vs 2026 Forecast (%)Annual average change in consumer prices.

Data:

USDA Economic Research Service, Food Price Outlook, September 2026.



Note:

2026 figures are forecasts. Compiled by BusinessStats. Switch to the table for exact figures.

**Eggs swing from boom to bust:** egg prices rose 21.9 percent in 2025 but are forecast to fall 29.4 percent in 2026, while beef keeps climbing with a forecast rise of 9.4 percent.

For 2026, the USDA expects the picture to shift. Egg prices are forecast to fall 29.4 percent as flocks recover, while beef and veal prices are expected to rise another 9.4 percent. Fresh vegetables are forecast to rise 5.7 percent, sugar and sweets 6.6 percent and nonalcoholic beverages 4.2 percent, while dairy prices are expected to be almost unchanged, up 0.1 percent. For a sense of how food fits into overall household costs, see our data on [the US cost of living](#).

UK and Europe

## Food inflation in the UK and Europe

The United Kingdom suffered one of the sharpest food price shocks among rich countries. Annual food and non-alcoholic beverage inflation peaked at 19.2 percent in March 2023, the highest rate in more than 45 years, according to the Office for National Statistics. Over the two years to January 2024, food prices rose by about 25 percent, compared with just 9 percent over the whole previous decade. By August 2026, UK food inflation had fallen to 1.3 percent, the lowest since September 2021, helped by falling prices for chocolate as sugar and confectionery inflation dropped from 11.9 percent in October 2025 to 0.6 percent. Our data on [inflation in the UK](#) and [UK grocery market shares](#) give more context.

In the euro area, annual inflation for food, alcohol and tobacco was 1.1 percent in August 2026, according to Eurostat, down from a peak of more than 15 percent in early 2023. Unprocessed food prices rose 2.7 percent and processed food, alcohol and tobacco 0.5 percent. Headline euro area inflation, however, rose to 3.2 percent in August 2026, driven by energy. See our data on [inflation in Europe](#) and [monthly inflation in EU countries](#).

Food Inflation at Its Peak vs August 2026 (%) Annual food inflation at its post-pandemic peak and in August 2026.

Data:

ONS, US Bureau of Labor Statistics, Eurostat.

Note:

peaks were March 2023 in the UK and euro area and August 2022 in the US; US figures are food at home; euro area covers food, alcohol and tobacco. Compiled by BusinessStats. Switch to the table for exact figures.

**A dramatic cool-down:** UK food inflation fell from 19.2 percent in March 2023 to 1.3 percent in August 2026, and US grocery inflation from 13.5 percent to 2.2 percent.

Staple Foods

## Staple foods in focus: rice, wheat and cooking oil

Staple foods show how quickly local shocks can hit households. In Japan, a shortage of domestic rice after a poor harvest in 2023, combined with rising demand from tourists and weak government stock releases, caused retail rice prices to roughly double in 2025, prompting the government to release emergency reserves and allow more imports. By August 2026 the situation had reversed, with rice prices 15.7 percent lower than a year earlier, the steepest fall since 2005, helping to bring Japanese food inflation down to 3.1 percent.

Wheat and cooking oils matter most for poorer countries that import much of their food. Wheat prices surged in 2022 when the war in Ukraine blocked exports from two of the largest suppliers, and were again 15 percent higher than a year earlier in August 2026 because of renewed disruption to Black Sea shipping. Vegetable oils, used for cooking across Africa and Asia, reached their highest price since mid 2022 in August 2026. For countries such as Egypt, Nigeria and Pakistan, which depend on imported wheat and oil and have seen their currencies weaken, these increases translate directly into higher bread and cooking costs.

Causes

## What causes food inflation

Food prices are influenced by a long chain of costs, from the farm to the shop shelf. Understanding these drivers helps explain why food inflation can stay high even after commodity prices fall, and why it can differ so much between countries.

The Main Causes of Food Inflation

- **Commodity prices:** world prices of grains, oils, sugar, dairy and meat set the cost of raw ingredients.

- **Energy:** fuel and electricity costs affect farming, fertiliser production, processing, refrigeration and transport.
- **Weather and climate:** droughts, floods and heatwaves reduce harvests; climate change is making such shocks more frequent.
- **Animal disease:** outbreaks such as avian influenza and African swine fever cut supplies of eggs and pork.
- **Exchange rates:** a weaker currency raises the cost of imported food and farm inputs.
- **Labour and wages:** higher pay for farm, factory, transport and retail workers feeds into prices, especially for restaurant meals.
- **Trade policy and conflict:** export bans, tariffs and war, such as the disruption of Black Sea grain exports, reduce supply.

Energy is one of the most important links. The 2022 food shock was driven as much by soaring gas and electricity prices, which raised the cost of fertiliser, processing and transport, as by the war itself. In 2026, energy prices are rising again, up 16.3 percent in the United States and 14.3 percent in the euro area in August, which could feed through into food prices over the coming months. Our data on [energy prices in the EU](#) and [weekly crude oil prices](#) track these costs.

Households

## The impact on households

Food inflation hits poorer households hardest, because they spend a much larger share of their income on food and have less room to cut back. In the United States, lower-income households spent 33 percent of their before-tax income on food in 2024, compared with 6.4 percent for upper-income households, according to the USDA. In many low-income countries, food accounts for half or more of household budgets. When prices rise, families switch to cheaper brands, buy less meat and fresh produce, skip meals or rely on food banks, with lasting effects on nutrition and health.

The cost-of-living crisis of 2022 and 2023 showed how quickly food inflation can affect wellbeing. Even after food inflation fell, prices did not come down: they simply stopped rising as fast. In the United Kingdom, food prices were about 25 percent higher in early 2024 than two years earlier, and in the United States grocery prices were more than 20 percent higher in 2025 than in 2021. For many households, the level of food prices, not just the rate of inflation, remains the main concern, and whether wages keep pace



is covered in our report on [wages and salaries worldwide](#).

## Policy

### How governments respond

Governments use a range of tools to limit the impact of food inflation. Central banks raise interest rates to cool overall demand, although they have little direct influence over harvests or world commodity prices. Governments may cut sales taxes on basic foods, provide food vouchers or cash transfers to poorer households, release grain from public stocks or impose price controls. Some food-exporting countries restrict exports to keep domestic prices down, as India did with rice and wheat in recent years, though such measures can raise prices on world markets.

In the longer run, reducing food inflation depends on making food systems more resilient: investing in farm productivity and climate adaptation, diversifying supply chains and trading partners, maintaining open trade, reducing food waste and supporting early warning systems for crop failures and animal disease. International bodies such as the FAO and the World Bank monitor food prices closely and coordinate support for countries facing food crises.

## Outlook

### The outlook for food inflation

After falling for most of 2024 and 2025, food inflation risks are rising again in 2026. The FAO Food Price Index is at its highest level since 2022, driven by sugar, cereals and vegetable oils, and higher energy and fertiliser costs could push up food prices over the coming months. Weather is a major uncertainty, with the possibility of an El Nino event adding to risks for harvests in Asia and Africa in 2027.

In rich economies, consumer food inflation is currently low, and the USDA expects US food prices to rise 2.9 percent in 2026 and 2.0 percent in 2027. In many developing countries, however, food inflation remains high, with nearly half of low-income countries facing rates above 5 percent. For households everywhere, the key question is whether the new rise in world food commodity prices will feed through to shop shelves, and how quickly.

## Key Facts



## Food inflation in numbers

160.2 Record FAO index March 2022. 19.2% UK food inflation peak March 2023, highest in 45 years. 33.8% Turkey food inflation August 2026. -29.4% US egg price forecast 2026, USDA. FAQ

## Frequently Asked Questions

Food inflation is the annual rate at which consumer food prices rise, usually measured by the food component of the consumer price index. It covers groceries, known as food at home, and restaurant meals, known as food away from home.

The FAO Food Price Index was 133.3 points in August 2026, up 2.5 percent from a year earlier and its highest level since late 2022, but 16.8 percent below its March 2022 record of 160.2 points.

Among major economies in August 2026, Turkey had food inflation of 33.8 percent and Nigeria 19.6 percent. Food prices fell 1.4 percent in China.

US food prices were 2.7 percent higher in August 2026 than a year earlier, with groceries up 2.2 percent and restaurant meals up 3.4 percent. The USDA forecasts a 2.9 percent rise for 2026.

UK food and non-alcoholic beverage inflation was 1.3 percent in August 2026, the lowest since September 2021, down from a peak of 19.2 percent in March 2023.

World food prices are being pushed up by weather problems affecting sugar and wheat, disruption to Black Sea exports, high vegetable oil prices and higher energy and fertiliser costs.

In the US, beef and veal prices are forecast to rise 9.4 percent in 2026, sugar and sweets 6.6 percent and fresh vegetables 5.7 percent, while egg prices are expected to fall 29.4 percent.

Poorer households and low-income countries. Lower-income US households spend about a third of their income on food, and 45 percent of low-income countries had food inflation above 5 percent in 2026.

Food inflation peaked in most countries in 2022 and 2023. US grocery prices rose 11.4 percent in 2022, and UK food inflation reached 19.2 percent in March 2023, the highest in more than 45 years.

### Sources

[Food and Agriculture Organization](#) - FAO Food Price Index, September 2026 release.

[World Bank](#) - Food Security Update, June 2026.

[USDA Economic Research Service](#) - Food Price Outlook, September 2026.



[USDA Economic Research Service](#) - food price inflation 2022 to 2024.

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[US Bureau of Labor Statistics](#) - Consumer Price Index, August 2026.

[Office for National Statistics](#) - consumer price inflation, UK, August 2026.

[Office for National Statistics](#) - cost of living insights: food.

[Eurostat](#) - euro area inflation, August 2026.

[National Bureau of Statistics of China](#) - Consumer Price Index, August 2026.

[Ministry of Statistics and Programme Implementation](#) - Consumer Price Index, India, August 2026.

[National Bureau of Statistics of Nigeria](#) - Consumer Price Index, August 2026.

[TurkStat](#) - Consumer Price Index, August 2026.

[IBGE](#) - Consumer Price Index (IPCA), August 2026.

[Statistics Bureau of Japan](#) - Consumer Price Index, August 2026.

Country figures are year-on-year changes in consumer food prices and are not fully comparable because of differences in definitions. USDA figures for 2026 and 2027 are forecasts. All data compiled by BusinessStats.

## STATISTICS REPORT

# Food Industry in Mexico — Statistics & Facts 2026

 Updated Mar 14, 2026 · [businessstats.com/food-industry-in-mexico](https://businessstats.com/food-industry-in-mexico)

|                                            |                                          |                                         |
|--------------------------------------------|------------------------------------------|-----------------------------------------|
| <b>\$180B+</b><br>ANNUAL INDUSTRY REVENUE  | <b>1.1M</b><br>DIRECT MANUFACTURING JOBS | <b>\$45B+</b><br>AGRI-FOOD EXPORTS 2025 |
| <b>#1</b><br>WORLD AVOCADO & BEER EXPORTER | <b>25%</b><br>SHARE OF MANUFACTURING GDP | <b>\$230B</b><br>PROJECTED REVENUE 2030 |

## Executive Summary

### Mexico's Food Industry: A \$180B+ Powerhouse Feeding the World

Mexico's food and beverage manufacturing sector is the **single largest industry in Mexican manufacturing**, generating an estimated \$180–190 billion USD in annual revenue in 2025–2026. This represents approximately **25% of total manufacturing GDP**, making food and beverages more economically significant than automotive, electronics, or chemical manufacturing — though those sectors frequently receive more media attention due to their export profile. The **food and beverage industry in Mexico** employs more workers, feeds more families, and touches more households than any other manufacturing category. The industry's role in the broader Mexican economy is foundational — it sits at the intersection of agriculture, manufacturing, logistics, retail, and export commerce.

What makes Mexico's food industry exceptional is the combination of **world-class domestic companies** (Grupo Bimbo, Gruma, Sigma, Lala), **extraordinary natural agricultural advantages** (Mexico is one of the world's 17 megadiverse countries with 12 climate zones enabling year-round crop production), **strategic geographic position** (sharing a 3,145 km border with the world's largest consumer market), and **preferential trade access** via USMCA that gives Mexican food producers duty-free access to the \$3.2 trillion US and Canadian consumer food markets. The scale of cross-border food trade is directly tied to the broader dynamics of [North American GDP growth](#) and consumer spending power.

The **Mexico food market** is the largest in Latin America by manufacturing output, and the **food and beverage industry in Mexico** sits at the core of the national industrial strategy. The **food sector in Mexico**

combines world-class domestic champions with deep multinational investment to create a uniquely competitive export platform. **Food manufacturing in Mexico** generates approximately 20% of all manufacturing employment, making it the anchor of **Mexico's manufacturing** base. **Mexico beer exports** — at \$5.8B — are the single largest food export line, while **nearshoring in Mexico** continues driving new food processing investment into the Bajío and northern border regions. The industry's competitive advantages compound across several dimensions. Mexico is the **world's #1 exporter of avocados** (\$3.6 billion, 50%+ global market share), the **world's #1 exporter of beer** (\$5.8 billion, driven by Corona, Modelo, and Dos Equis), the **world's #1 producer and exporter of tequila and mezcal** (\$4.2 billion, with 30%+ annual growth in premium tequila exports to the US), and a **top-5 global exporter of tomatoes, peppers, mangoes, berries, and sugar**. Total agri-food exports exceeded **\$45 billion in 2025**, making food Mexico's second-largest export category after manufactured goods like vehicles and electronics.

Mexico's food and beverage industry generates \$180B+ annually — the country is the world's #1 exporter of avocados, beer, and tequila, and home to Grupo Bimbo (world's largest bread company) and Gruma (world's largest tortilla maker). The sector employs 1.1M+ manufacturing workers and feeds hundreds of millions of consumers across North America and beyond.

Market Size & GDP

## Mexico Food Industry Market Size — Revenue, GDP Contribution & Scale

The total market size of Mexico's food and beverage industry can be measured across several dimensions. **Manufacturing revenue** (food and beverage processing) stands at approximately \$180–190 billion USD in 2026, up from \$148 billion in 2020 and \$165 billion in 2023, reflecting compound annual growth of approximately 4–5%. **Retail food sales** (everything sold to end consumers through supermarkets, convenience stores, foodservice, and informal channels) total approximately \$220–240 billion when informal economy food sales are included. The **Mexico food market** is the largest in Latin America by processed food revenue, and the **food sector in Mexico** as a whole — from farm to fork, including agriculture, processing, packaging, logistics, and retail — contributes approximately \$280–300 billion, or roughly 18–20% of Mexico's total GDP.

Mexico's **agro-food sector** combines world-class domestic companies with deep multinational investment. The following **Mexico food statistics** illustrate the scale: **food manufacturing in Mexico** produced approximately **795,000 tons** of processed food products monthly in 2025, according to INEGI data. The sector includes approximately **28,000 registered food and beverage companies**, ranging from

multinational giants (Nestlé, PepsiCo, Coca-Cola, Danone, AB InBev) to medium-sized domestic processors and the enormous network of small artisanal food producers. Micro and small enterprises account for approximately 95% of registered companies but only 25% of sector revenue — the food industry is simultaneously highly concentrated at the premium/branded end and highly fragmented in traditional and artisanal segments.

\$180B+Food Mfg Revenue 2026 25%Share of Manufacturing GDP 7–8%Share of Total GDP  
 28,000Registered Companies 4.8%CAGR 2020–2026 \$230BProjected 2030

Revenue Growth Chart

## Mexico Food Industry Revenue — 2015 to 2030 Growth Trajectory

The bar chart tracks Mexico's food and beverage manufacturing revenue from 2015 through 2026 with projections to 2030. The steady growth reflects the combined effect of domestic consumption expansion, export growth, peso depreciation boosting USD-denominated exports, nearshoring investment, and the structural rise of organized retail (Walmart Mexico, OXXO, La Comer) displacing informal food channels.

Food & Beverage Manufacturing · Revenue 2015–2030 Mexico Food Industry Revenue Growth USD Billions  
 · INEGI, CANACINTRA, Euromonitor · \*Projected \$183B2026 Revenue Actual RevenueProjected

CAGR 4.8% · \$120B → \$230B (2015–2030) Sources: INEGI · CANACINTRA · Euromonitor International ·  
 \*2027–2030 Projected

Subsector Breakdown

## Mexico Food Industry Subsectors — Processed Foods, Beverages, Dairy & More

Mexico's food and beverage industry is divided into distinct subsectors, each with its own market structure, competitive dynamics, and growth profile. The **processed food segment** is the largest, encompassing baked goods, snacks, confectionery, canned foods, sauces, and convenience foods. The **beverages segment** — including soft drinks, beer, spirits, and bottled water — is extraordinarily strong globally, given Mexico's role as the world's leading beer exporter and its near-monopoly on tequila production. Understanding how these segments fit into the global consumer goods economy helps explain why multinational companies view Mexico as a critical production and innovation hub.

## FOOD INDUSTRY REVENUE BY SUBSECTOR 2026 Mexico Food & Beverage — Revenue Breakdown by Segment Share of ~\$180B total industry revenue · INEGI, Euromonitor 2026

Processed foods include baked goods, snacks, confectionery, canned/package foods, sauces. Beverages include beer, soft drinks, spirits, water. Fresh produce includes fruits, vegetables, seafood distribution. Sources: INEGI · Euromonitor International · Consejo Nacional Agropecuario — 2026. Mexico Food Industry Subsectors — Revenue & Key Facts 2026

Click to sort

| SUBSECTOR                | REVENUE (USD) | % OF TOTAL | GROWTH/YR | GLOBAL RANK    | KEY COMPANIES               |
|--------------------------|---------------|------------|-----------|----------------|-----------------------------|
| Processed Foods          | \$54B         | 30%        | +4.2%     | Top 15         | Bimbo, Barcel, Marinela     |
| Beverages (Beer/Spirits) | \$38B         | 21%        | +6.8%     | #1 Beer Export | Modelo, FEMSA, Bacardi      |
| Soft Drinks & Water      | \$22B         | 12%        | +3.5%     | Top 10         | FEMSA/Coca-Cola, Pepsi      |
| Meat & Seafood           | \$25B         | 14%        | +5.1%     | Top 10         | Sigma, SuKarne, Bachoco     |
| Dairy Products           | \$16B         | 9%         | +3.8%     | Top 15         | Lala, Alpura, Nestlé        |
| Fresh Produce            | \$14B         | 8%         | +7.2%     | #1 Avocado     | Mission Produce, Driscoll's |
| Condiments & Sauces      | \$7B          | 4%         | +5.5%     | Top 20         | McCormick MX, Herdez        |
| Animal Feed              | \$4B          | 2%         | +3.2%     | Top 20         | Cargill, Gruma feed div.    |

### Food Exports

## Mexico Food Exports — \$45B+ Annually, #1 in Avocados, Beer & Tequila

Mexico's agri-food exports are one of the most impressive dimensions of the food industry — exceeding **\$45 billion in 2025**, up from \$28 billion in 2017 and \$38 billion in 2022. The United States absorbs approximately **75–80% of all Mexican food exports**, reflecting the profound integration of North American food supply chains under NAFTA/USMCA. The \$29 trillion US economy and its 335 million consumers represent a captive market that Mexican food producers have uniquely privileged access to — no other country can match Mexico's combination of geographic proximity, USMCA preferential tariffs, agricultural complementarity (US grows grains, Mexico grows fruits and vegetables), and decades of established supply chain relationships.

## Top Mexican Food Exports by Value — 2025

The avocado story is perhaps the most dramatic in modern food trade. Mexico produces approximately **2.4 million metric tons of avocados annually** — accounting for roughly **32% of global production** and over **50% of global exports by value**. The Michoacán state produces 80%+ of Mexico's avocados, employing approximately 350,000 agricultural workers. US avocado consumption has grown from 1 billion units (2000) to over 8 billion units (2025), driven by health trends, restaurant adoption, and the mainstream acceptance of guacamole. Per capita US avocado consumption has increased 10-fold in 25 years — one of the most extraordinary shifts in American food culture ever recorded. Mexico's avocado export revenue has grown from \$800M (2010) to \$3.6B (2025), making it Mexico's single most valuable agricultural export — and it continues growing at 8-10% annually.

Global Dominance · Beer Exports Mexico Is the World's #1 Beer Exporter — \$5.8 Billion, Corona Alone in 180+ Countries

Mexico overtook the Netherlands as the world's largest **beer export from Mexico** destination by value in 2010 and has widened its lead every year since. **Grupo Modelo** (owned by AB InBev since 2013) exports Corona, Modelo Especial, Pacifico, and Victoria to 180+ countries. **FEMSA/Heineken** exports Dos Equis, Tecate, Sol, and Bohemia. **Mexico beer exports** totaled \$5.8 billion in 2025 — almost 90% destined for the US market where Corona Extra has been the #1 imported beer for 25+ consecutive years. Mexico's beer production capacity is approximately 120 million hectoliters annually, with 40%+ exported. The premium and craft beer segment is growing 15%+ annually globally, and Mexican heritage brands (Corona, Modelo) have successfully positioned themselves in this tier globally.

Top Companies

## Biggest Food Companies in Mexico — Domestic Giants & Multinational Players

Mexico's food industry is anchored by a handful of Mexican-owned global champions that rank among the largest **food companies in Mexico** and indeed the world — a remarkable achievement for an emerging market economy. These companies, headquartered primarily in Mexico City, Monterrey, and Guadalajara, compete on a global stage against US, European, and Asian food giants. Their success reflects Mexico's strengths: low-cost skilled manufacturing, proximity to the US market, a large domestic consumer base of 130 million, and world-class agricultural raw material supply chains. The market capitalization of Mexico's publicly listed food companies reflects their importance to the Mexican economy and investor community.

TOP FOOD COMPANIES IN MEXICO 2026 Largest Food & Beverage Companies — Annual Revenue USD Billions · Company Annual Reports, BMV Filings, Expansión Top 500 · 2025–2026 Revenue figures in USD billions (approximate, using MXN/USD exchange rate). Includes global revenue for Mexican multinationals. Sources: Company annual reports, BMV filings, Expansión revista Top 500 Empresas 2025. Grupo Bimbo · Mexico City \$17.5B Revenue · World's Largest Bread Company Founded 1945, Grupo Bimbo is the world's largest bread and baked goods company — operating in 33 countries with 210,000+ employees and 200+ brands including Bimbo, Marinela, Thomas', Entenmann's, Stroehmann, Sara Lee, and Oroweat. Produces 13,000+ products. Listed on BMV. 2025 revenue ~\$17.5B. The quintessential Mexican food multinational success story. Gruma · Monterrey \$5.2B Revenue · World's Largest Tortilla Maker Gruma (Grupo Maseca) is the world's largest producer of corn flour and tortillas — selling under Mission, Maseca, and Guerrero brands in 112 countries. Controls approximately 70% of the global corn tortilla market. Plants in US, UK, Russia, Australia, China, and 17 other countries. Revenues ~\$5.2B. The global ambassador of Mexican food culture. Sigma Alimentos · Monterrey \$7.0B Revenue · Meats, Dairy, Refrigerated Foods Part of Alfa Group, Sigma is Latin America's largest processed meats and refrigerated foods company — brands include FUD, Fud, Bar-S, Braedt, and PepperJack. Operates across 18 countries with 50,000+ employees. Revenue ~\$7B. Leading producer of deli meats, sausages, cheese, and ready meals across Mexico and Latin America. FEMSA / Coca-Cola FEMSA · Monterrey \$32B Group Revenue · Coca-Cola Bottler + OXXO Fomento Económico Mexicano (FEMSA) is the world's largest Coca-Cola bottler and operates OXXO — Latin America's largest chain of convenience stores (22,000+ locations). Coca-Cola FEMSA alone serves 11 countries with 4.5B+ cases annually. Heineken partnership for beer distribution. Total group revenue ~\$32B. OXXO processes 14M food/beverage transactions daily. Grupo Lala · Torreón \$3.2B Revenue · Mexico's Dairy Leader Mexico's largest dairy company — producing milk, yogurt, cheese, butter, cream, and ice cream under Lala, Nutrileche, and Toni brands. 40%+ market share in Mexican fluid milk. Operations in Central America and US. Revenue ~\$3.2B. Processes approximately 7 billion liters of milk annually from 40,000+ farms. Grupo Modelo · Mexico City \$8.5B Mexico Revenue · World's #1 Beer Export Brand AB InBev subsidiary operating Modelo, Corona, Pacifico, Victoria, Negra Modelo, and León brands. Corona Extra is the world's most exported beer brand. Seven major breweries in Mexico with combined capacity of 60M+ hectoliters. Dominates the Mexican market (~60% share) and exports to 180+ countries. Largest single employer in Mexican beverage manufacturing.

## Employment

## Food Industry Employment in Mexico — 1.1 Million Manufacturing Workers

The food and beverage manufacturing sector is Mexico's **single largest manufacturing employer**, with approximately **1.1 million formal workers** — representing about 20% of total formal manufacturing employment of 5.5 million (IMSS data, 2025). Average formal wages in food manufacturing are approximately **\$650–850 USD per month**, above Mexico's general manufacturing average but below the automotive and electronics premium sectors.

Including informal food workers — street food vendors (estimated 600,000+ nationwide), small-scale artisanal producers, agricultural day laborers who process food, and unregistered small food businesses — the total food economy employment rises to an estimated **4–5 million people**. Agriculture itself employs approximately **7.5 million additional workers** whose livelihoods are directly tied to the food processing sector as their primary customer. The full food system — from seed to table — represents the largest employment ecosystem in Mexico.

The industry faces a significant **formal vs. informal employment challenge**. Mexico's labor reforms (2019 labor law, 2023 minimum wage increases that lifted the minimum wage to 207 pesos/day) have pushed more workers into formal employment, expanding IMSS registration in food manufacturing by approximately 12% since 2019. However, approximately 55% of food sector workers remain informal, limiting access to social security, healthcare, and pension benefits. This informality challenge is closely connected to Mexico's broader economic development story, which is explored in analysis of [GDP per capita across nations](#).

1.1M Formal Manufacturing Workers 20% Share of Mfg Employment 4–5M Total Food Economy Jobs  
 \$750 Avg Monthly Wage (USD) 7.5M Agri Workers Feeding Sector +12% Formal Jobs Growth 2019–2025  
 Beverage Industry

## Mexico's Beverage Industry — Beer, Tequila, Soft Drinks & Water

Mexico's beverage industry deserves special treatment because of its extraordinary global competitive position. The country is simultaneously the **world's #1 beer exporter, #1 tequila producer, #1 mezcal producer**, and operates the **world's largest Coca-Cola bottling operation** (through FEMSA). Total beverage industry revenue approaches \$60 billion annually — larger than the entire food manufacturing industries of most Latin American countries.

## Beer — \$5.8B Exports, World #1

Mexico produces 130M+ hectoliters annually. Grupo Modelo (Corona, Modelo) and FEMSA/Heineken (Dos Equis, Tecate, Sol) dominate. Corona is the world's most exported beer — sold in 180+ countries. US market alone imports \$5B+ in Mexican beer annually. Craft beer growing 20%+/year domestically.

## Tequila & Mezcal — \$4.2B, 30% Annual Growth

Mexico holds a geographic denomination of origin for both tequila (Jalisco) and mezcal (Oaxaca + 8 states). The **tequila industry in Mexico** produced 600M+ liters in 2025. Premium/super-premium tequila exports to US growing 30%+ annually. Brands: Patron, Don Julio, Casamigos (now Diageo), 1800, Jose Cuervo. Mezcal growing even faster from a smaller base.

## Soft Drinks — FEMSA World's Largest Coca-Cola Bottler

FEMSA/Coca-Cola FEMSA is the world's largest Coca-Cola bottler by volume — operating in Mexico, Brazil, Colombia, and 8 other LatAm countries. Mexico has one of the world's highest per capita soft drink consumption rates (historically highest globally, now declining due to sugar taxes). PepsiCo also operates major Mexican production. Market ~\$12B domestically.

## Bottled Water — Highest Per Capita in Latin America

Mexico has the highest per capita bottled water consumption in Latin America (~250 liters/person/year) driven by limited tap water safety. Bonafont (Danone), Ciel (Coca-Cola), E-Pura (PepsiCo), and San Pellegrino (Nestlé) compete in a \$4B+ market growing 5%+/year. Water purification technology deployment is gradually reducing bottled water dependency in urban areas.

## Mexico Top Food Exports · 2015–2026 Mexico's Top 4 Food Export Categories — Revenue Growth 2015–2026 USD Billions · SIAVI, USDA FAS · \*2027 Projected \$45B+ Total Agri-Food 2025

Beer: 3x growth in 10 years Sources: SIAVI · USDA FAS · SAGARPA/SADER · WTO Trade Statistics — 2015–2025 Mexico is the world's #1 avocado exporter with \$3.6 billion in annual export revenue and 50%+ global market share. Michoacán produces 80%+ of Mexico's avocados, employing 350,000+ agricultural workers. US per capita avocado consumption has increased 10-fold since 2000, making Mexican avocados one of the greatest agri-food export success stories of the 21st century.

## Regional Hubs

## Mexico Food Industry by Region — From Jalisco to Sinaloa

Mexico's food industry is geographically concentrated in distinct regional clusters, each specializing in different subsectors based on agricultural endowments, historical industrial development, infrastructure, and proximity to export routes.

**JAL Jalisco — Tequila, Dairy & Beverages** Mexico's #1 dairy-producing state and global headquarters of tequila. Guadalajara metro area hosts major Grupo Lala operations, Nestlé plant (largest in Latin America), and dozens of mid-size food processors. The Los Altos de Jalisco region produces approximately 35% of Mexico's total milk. Tequila town and the Tequila volcano UNESCO World Heritage zone produces 100% of authentic tequila (Denomination of Origin). Jose Cuervo, Patron, Don Julio, Herradura — all Jalisco-born.

**NLN Nuevo León (Monterrey) — Industrial Food Capital** Monterrey is Mexico's industrial powerhouse and home to the headquarters of Gruma, Sigma Alimentos, Alfa Group, and FEMSA. The city hosts major plants for Heineken, KFC, McDonald's suppliers, and dozens of multinational food ingredient companies. Proximity to the Texas border (Laredo crossing: world's busiest land port of entry for US-Mexico trade) makes Monterrey ideal for rapid food export logistics. The Bajío industrial corridor linking NL to Guanajuato is a growing nearshoring cluster.

**CDMX Mexico City — HQ, R&D & Largest Consumer Market** Capital of the food industry's intellectual and commercial operations — Grupo Bimbo, Grupo Modelo, Herdez, and numerous multinational regional HQs. Mexico City metro (22M population) is Latin America's largest consumer food market. La Central de Abasto (CEDA) — the world's largest food market complex — processes approximately 30,000 tons of food daily, supplying restaurants, street food vendors, and retail across central Mexico.

**SIN Sinaloa & Sonora — Vegetables, Seafood & Grains** Mexico's "breadbasket" — Sinaloa produces tomatoes, peppers, cucumbers, zucchini, and mangoes at industrial scale, predominantly for US export. Sonora is Mexico's largest beef and wheat producing state. Mazatlán and Guaymas are major seafood export centers (shrimp, tuna, sardines). The Culiacán valley agricultural district is one of the most productive winter vegetable growing areas in the Western Hemisphere, supplying US supermarkets from November through April.

**GTO Guanajuato & Bajío — Berries, Broccoli & Nearshoring** Guanajuato is Mexico's top strawberry exporter and a major broccoli and cauliflower producer for US markets. The Bajío industrial zone (Guanajuato, Querétaro, San Luis Potosí) is the fastest-growing nearshoring destination for food manufacturing investment, with companies relocating production from China and India. New food processing facilities, cold chain logistics hubs, and packaging plants are being established at an accelerating pace post-2022.

**OAX Oaxaca — Mezcal, Traditional Foods & Agritourism** Oaxaca is the heart of Mexico's mezcal industry (protected Denomination of Origin) and a global destination for culinary tourism. Traditional foods including mole negro, tlayudas, chapulines (grasshoppers), and regional cheeses have

achieved international recognition. Mezcal exports grew 40%+ annually 2020–2025. The Oaxacan culinary tradition has influenced high-end restaurants globally and drives significant agritourism revenue for the state.

Nearshoring & Investment

## Nearshoring Investment Boom — Mexico's Food Industry Attracts Global Capital

The **nearshoring Mexico food** wave — companies relocating manufacturing from Asia (primarily China) to Mexico to reduce supply chain risk and gain USMCA market access — is transforming Mexican **food manufacturing in Mexico**. Since 2022, Mexico has attracted an estimated **\$15–20 billion in new food and beverage FDI**, with announcements including new Nestlé processing plants, expanded Heineken breweries, PepsiCo snack manufacturing expansions, and dozens of food packaging, cold chain logistics, and ingredient processing facilities. The drivers are compelling: Mexico offers **proximity to US consumers** (trucks cross the border within hours vs. weeks by ship from Asia), **USMCA duty-free access**, a **labor cost advantage** (~\$4–6/hour vs. \$8–12/hour in China's coastal manufacturing zones), and established agricultural supply chains that took decades to build.

The **nearshoring boom in Mexico** has also supercharged the sector — since 2022, Mexico has attracted \$15–20 billion in new food FDI. **Mexico beer exports** alone reached \$5.8 billion in 2025, and total **food exports from Mexico** now exceed \$45 billion annually. **USMCA food trade** provisions give Mexican producers duty-free access to the combined \$3.2 trillion US and Canadian markets — an unmatched structural advantage. FDI in Mexico's food sector reached approximately **\$4.2 billion in 2024**, up from \$2.8 billion in 2021, with the United States (50%), Germany (15%), Japan (12%), and Spain (8%) as the top investor countries. The new investment is concentrated in the Bajío region, northern border states (Nuevo León, Coahuila, Chihuahua), and Jalisco. Investment is targeting particularly **cold chain infrastructure** (refrigerated warehousing and logistics for fresh produce exports — a longstanding bottleneck), **food safety certification facilities** (FSMA, HACCP compliance infrastructure), and **value-added processing** (moving from raw commodity exports to processed/packaged goods with higher margins). This investment dynamic connects directly to broader trends in global manufacturing rebalancing away from BRICS supply chains.

Mexico's food industry is one of the greatest untold stories in global manufacturing. Bimbo, Gruma, Sigma — these are world-class companies by any measure.

— Rodrigo Medina de la Cruz, Former Nuevo León Governor & Business Council — reflecting on Mexican food industry global competitiveness

2027 Outlook

## Mexico Food Industry Outlook — 2027 and Beyond

The outlook for Mexico's food industry is strongly positive. Revenue is projected to grow from \$180–190 billion (2026) to approximately **\$230 billion by 2030**, a CAGR of 4–5%. These **Mexico food industry statistics** and **food industry facts** confirm the sector's resilience — even during the 2020 COVID recession, **food companies in Mexico** contracted only 1.4% vs. 8.5% for overall manufacturing. The **Mexico food sector** is powered by five structural drivers: (1) continued nearshoring investment bringing new **food manufacturing in Mexico**; (2) rising US Hispanic demographic driving demand for authentic Mexican food products; (3) global premium and health food trends benefiting avocado, berries, organic produce, and artisanal tequila; (4) e-commerce penetration in Mexican retail food channels (growing 25%+/year); and (5) Mexican food companies continuing aggressive international expansion (Bimbo entering new Asian markets, Gruma expanding European tortilla presence). The **food and beverage industry in Mexico** is also benefiting from the **avocado export Mexico** boom continuing at 8–10% annual growth with new markets opening in Asia and the Middle East, **beer exports from Mexico** expanding into Southeast Asia, and **nearshoring food manufacturing** investment accelerating across the Bajío corridor.

Key risks include: currency volatility (a stronger peso hurts export competitiveness); water scarcity threatening agricultural output in key producing regions (Sonora, Baja California, Guanajuato face severe aquifer depletion); US agricultural trade policy changes under USMCA renegotiations; organized crime targeting avocado, lime, and tequila supply chains (a significant operational risk in Michoacán and Guerrero); and climate change affecting crop yields and seasonal production patterns. The sector's dependence on US demand (75–80% of exports) also creates concentration risk that could be mitigated by diversifying into European and Asian export markets — an opportunity the most sophisticated Mexican exporters are actively pursuing.

Mexico Food Industry Projections · 2027–2030 Key Forecasts — Mexico Food & Beverage Sector  
\$230BRevenue Target 2030 \$60BFood Export Target 2030 1.3MFormal Jobs by 2030 4–5%Projected CAGR 2026–2030 \$20BNearshoring FDI Pipeline #3Latin America Food Producer (Target)

FAQ

## Frequently Asked Questions — Food Industry in Mexico

Mexico's **food and beverage industry in Mexico** generates approximately **\$180–190 billion USD annually** (2026), representing 25% of total manufacturing GDP and 7–8% of the entire economy. These **Mexico food facts** make it the single largest manufacturing sector by revenue and employment. **Food industry statistics** show the sector employs 1.1M+ formal workers. Including agriculture and the full supply chain, the agro-food system contributes approximately \$280–300 billion.

Mexico's top food exports: **Beer (\$5.8B — world #1 exporter)**, **Tequila/Mezcal (\$4.2B — world #1)**, **Avocados (\$3.6B — world #1, 50%+ global market share)**, Tomatoes (\$2.8B), Berries (\$2.1B), Peppers (\$1.9B), Processed foods (\$12B+). Total agri-food exports exceeded \$45B in 2025. The US absorbs 75–80% of all Mexican food exports.

Top **food companies in Mexico**: **Grupo Bimbo** (\$17.5B, world's largest bread company), **Sigma Alimentos** (\$7B, processed meats), **FEMSA** (\$32B group, Coca-Cola bottler + OXXO), **Grupo Modelo/AB InBev** (\$8.5B Mexico, **beer export from Mexico** leader), **Gruma** (\$5.2B, world's largest tortilla maker), **Grupo Lala** (\$3.2B, dairy leader). Multinationals include Nestlé, PepsiCo, Coca-Cola, Danone, Heineken.

Food manufacturing employs approximately **1.1 million formal workers** — 20% of all manufacturing employment. Including informal workers (street vendors, artisanal producers), total food economy employment is 4–5 million. Agriculture supporting the food industry employs an additional 7.5 million. The full food system is Mexico's largest employment sector.

Key drivers: **Nearshoring** (\$15–20B in new FDI 2022–2026), **USMCA duty-free access** to \$3.2T US/Canada market, **rising global demand** for avocados/berries/premium tequila, **growing Mexican middle class** driving domestic processed food demand, **US Hispanic demographic** growth (60M+ driving authentic Mexican food demand), and **e-commerce food retail** expanding 25%+/year.

Regional specializations: **Jalisco** (tequila, dairy, beverages), **Nuevo León/Monterrey** (industrial food HQs — Gruma, Sigma, FEMSA), **Mexico City** (Bimbo HQ, largest consumer market), **Sinaloa/Sonora** (vegetables, seafood, beef), **Guanajuato/Bajío** (berries, nearshoring hub), **Michoacán** (avocados — 80% of Mexico production), **Oaxaca** (mezcal, artisanal foods).

### Data Sources & References

**Primary:** INEGI — Instituto Nacional de Estadística y Geografía · Encuesta Mensual de la Industria Manufacturera 2025

**Primary:** [SADER — Secretaría de Agricultura y Desarrollo Rural](#) · [USDA Foreign Agricultural Service](#)

**Trade Data:** [SIAVI — Sistema de Información Arancelaria](#) · [WTO Trade Statistics 2025](#) · [Consejo Nacional Agropecuario](#)

**Company Data:** [Grupo Bimbo Annual Report 2024](#) · [Gruma Annual Report 2024](#) · [FEMSA Annual Report 2024](#) · [BMV \(Bolsa Mexicana de Valores\) filings](#) · [Expansión Top 500 Empresas México 2025](#)

**Market Research:** [Euromonitor International Mexico Food 2025](#) · [Statista Mexico Food & Beverages Market](#) · [BBVA Research](#) · [Fitch Ratings México Food Sector Outlook](#)

#### Data Note:

Revenue figures in USD (MXN converted at average 2025 exchange rate ~17.5 MXN/USD). Company revenues include global operations for multinationals with Mexican HQ. Market projections are consensus estimates subject to revision. Not investment advice. [Food Industry Mexico 2026](#) [Mexico Food Exports](#) [Mexico Food Statistics](#) [Facts Food Companies Mexico](#) [Food Industry Statistics Mexico](#) [Food and Beverage Industry Mexico](#) [Mexico Food Sector](#) [Beer Export Mexico](#) [Avocado Export Mexico](#) [Grupo Bimbo Tequila Industry Mexico](#) [Food Manufacturing Mexico](#) [Nearshoring Mexico Food](#) [Mexico Food Market](#) [USMCA Food Trade](#)

## STATISTICS REPORT

# Yogurt Market in Canada: Statistics & Facts 2026

 Updated Jun 29, 2026 · [businessstats.com/yogurt-market-in-canada](https://businessstats.com/yogurt-market-in-canada)

|                                       |                                   |                                  |
|---------------------------------------|-----------------------------------|----------------------------------|
| <b>CAD \$3.1B</b><br>MARKET SIZE 2026 | <b>4.2%</b><br>CAGR 2024–2029     | <b>38%</b><br>GREEK YOGURT SHARE |
| <b>13.5 kg</b><br>PER CAPITA / YEAR   | <b>28%</b><br>DANONE MARKET SHARE | <b>11.2%</b><br>PLANT-BASED CAGR |

## Overview

### Yogurt Market in Canada — CAD \$3.1 Billion Industry in 2026

Canada's yogurt industry reached an estimated **CAD \$3.1 billion** in 2026 — growing at **4.2% per year** and outpacing overall food retail growth of 2.8%. The market has more than tripled from **CAD \$980 million in 2005**, driven by a shift in how Canadians consume yogurt — from breakfast side dish to an all-day protein-rich food. For global grocery context, see our [UK grocery market analysis](#).

- **Retail leaders:** Loblaw, Sobeys, Metro, Walmart Canada, and Costco dominate yogurt shelf space
- **Market value growth:** From CAD \$980M (2005) → \$2.3B (2018) → \$3.1B (2026)
- **Growth rate:** 4.2% CAGR — outpacing total dairy sector average of 2.8%
- **Consumption shift:** Yogurt now consumed at breakfast, lunch, snack, and late-night occasions

Canada stands out globally for its **per capita yogurt consumption of 13.5 kg/year** — more than **3× the global average** of 4.2 kg and well above the U.S. at 11.1 kg. Health-and-wellness momentum is the core growth engine, with **72% of Canadian consumers** linking yogurt to digestive health (Mintel 2025). The broader food health trend is explored in our [global packaged food analysis](#).

- **Per capita Canada:** 13.5 kg/year — top 5 globally
- **vs USA:** Canada consumes 22% more yogurt per person than Americans
- **vs Global avg:** 3× higher than the world average of 4.2 kg
- **72%** of buyers cite gut health as a top-3 purchase reason
- **68%** cite protein content as a top-3 purchase reason

Yogurt Market in Canada 2026 (BusinessStats Research · Agriculture Canada · Euromonitor): Total market CAD \$3.1B · Greek yogurt 38% share · Plant-based 8% · Danone leads 28% · Per capita consumption 13.5 kg/yr · CAGR 4.2% (2024-2029). Source: BusinessStats Research · AAFC · Statista · Mintel Canada · April 2026.

Market Size & Revenue

## Canada Yogurt Market Size & Revenue — 2018 to 2026

The Canadian yogurt market grew consistently from **CAD \$2.3B in 2018** to an estimated **CAD \$3.18B in 2026E** — a total gain of **CAD \$880M** in eight years. COVID-19 paradoxically boosted the market as retail gains outpaced foodservice losses. The market crossed the **CAD \$3B milestone** for the first time in 2025. See our [global GDP analysis](#) for consumer spending context.

- **2018:** CAD \$2.30B — Greek yogurt just beginning to scale nationally
- **2020:** CAD \$2.51B — pandemic boosted retail; foodservice losses offset
- **2022:** CAD \$2.74B — post-lockdown Greek and protein surge accelerated
- **2024:** CAD \$2.98B — approaching \$3B milestone for first time
- **2025:** CAD \$3.05B — \$3B milestone crossed for the first time
- **2026E:** CAD \$3.18B — CAGR 4.1% since 2018, total volume ~520,000 MT

The **CAD \$3.1B market** is highly concentrated in supermarket channels. Five major grocery chains — Loblaws, Sobeys, Metro, Walmart Canada, and Costco — control the vast majority of shelf space. This channel breakdown mirrors patterns we observe in the [Danish grocery and dairy retail market](#).

- **Supermarkets / Hypermarkets:** ~78% of total yogurt retail value
- **Convenience / Gas Station:** ~9% — drinkable and single-serve formats lead
- **Online Grocery:** ~5% — grew from <1% in 2019 via Instacart, Amazon Fresh
- **Foodservice:** ~8% — restaurants, schools, QSR parfaits, smoothie bowls

Three macro forces underpin this durable growth — immigration, health trends, and private label expansion. Canada added over **1.2 million new permanent residents in 2023**, many from high-yogurt-consuming cultures. Private label brands (PC, Compliments, Selection) gained significant share during the 2022–2024 inflation surge. These dynamics closely mirror our [Mexico supermarket analysis](#) where private label dairy similarly outperformed branded products.

- **Immigration:** 1.2M+ new residents in 2023 — South Asian, Middle Eastern, Eastern European cultures drive above-average yogurt consumption
- **Health trends:** Gut microbiome and protein focus driving trade-up to premium formats
- **Private label:** President's Choice, Compliments, Selection gained 6 pts share 2021–2026

Market Revenue 2018–2026 Canada Yogurt Market Revenue — CAD Billion, 2018–2026 BusinessStats Research · Agriculture Canada · Euromonitor International · Mintel Canada \$3.18B CAD Revenue 2026E Market Revenue (CAD Billion) CAGR 2018–2026: +4.1% · \$880M market value gained Source: BusinessStats Research · AAFC Dairy Market Report · Euromonitor International Canada · April 2026

Three macro forces underpin this durable growth. New Canadians from high-yogurt-consuming cultures, rising health consciousness, and inflation-driven private label gains have all shaped the market. See parallel private label dynamics in our [Mexico supermarket analysis](#).

- **Immigration:** 1.2M+ new residents in 2023 — South Asian, Middle Eastern, Latin American cultures drive above-average yogurt intake
- **Health consciousness:** Post-pandemic gut microbiome + protein focus driving trade-up to premium formats
- **Private label surge:** PC (Loblaw), Compliments (Sobeys), Selection (Metro) gained significant share 2022–2025

#### Product Segments

## Canada Yogurt Market by Product Segment — Greek, Traditional, Plant-Based & More

**Greek yogurt** is the undisputed king of Canada's yogurt market in 2026 — commanding **38% of total retail value** and growing at **6.2% annually**. In 2010, it barely registered at under 5% of sales. Today it dominates, backed by superior protein content and versatility. See full context in our [global yogurt market statistics](#).

- **Protein per serving:** 15–20g per 175g (vs 5–8g in traditional yogurt)
- **Top 3 Greek brands:** Oikos (Danone), Chobani, Fage — together hold 65%+ of Greek value
- **Snack packs (100g):** grew from 12% of Greek volume (2020) → 24% (2026)
- **Price premium:** Skyr-style (Siggi's, Arla) command 40–60% above standard Greek
- **ASP growth:** Average selling price up ~18% since 2021 (premiumization + inflation)

**Traditional stirred yogurt** holds **42% of market value** — the largest segment by volume, but losing share to Greek and plant-based. Private label competition is compressing branded margins here. **Drinkable yogurt and kefir** holds **12%**, driven by on-the-go occasions and children's formats. For international comparison, see our [global Greek yogurt analysis](#). **Plant-based** at **8%** is the fastest-growing format — detailed in the Consumer Trends section.

- **Traditional yogurt (42%):** Activia, Yoplait, private label — declining share but still largest volume segment
- **Greek yogurt (38%):** Oikos, Chobani, Fage — fastest mainstream segment at 6.2% CAGR
- **Drinkable / Kefir (12%):** Go-Gurt, Silhouette Drinkable, Lifeway — growing 5.1% p.a.
- **Plant-Based (8%):** Silk, So Delicious, Oatly, Daiya — fastest overall at 11.2% CAGR
- **Premium combined:** Greek + Plant-Based now >50% of total value — first time ever in 2026

## Canada Yogurt Market — Share by Product Segment 2026

The chart below shows value share by segment. The combined premium tier (Greek + Plant-Based + Specialty) crossed **50% of total market value** for the first time in 2026 — a structural tipping point for shelf allocation and brand strategy. Similar functional food trends drive premiumization in our [energy drink and functional beverage analysis](#).

Segment Share 2026 Canada Yogurt Market — Share by Product Segment 2026 BusinessStats Research · Euromonitor International Canada Packaged Food 2025 · Mintel Canada Dairy Trends

## Canada Yogurt Segment Growth Rate — Year-over-Year 2022–2026

Plant-based leads growth (11.2%) but from a smaller base. Greek remains consistently above market rate. Traditional is flat in volume — value maintained only through price increases. Drinkable/kefir shows steady growth.

Segment Growth 2022–2026 Canada Yogurt Market — Year-over-Year Growth Rate by Segment (%)  
 BusinessStats Research · Euromonitor International · Mintel Canada · Agriculture Canada · April 2026  
 11.2%Plant-Based CAGR 6.2%Greek CAGR

Plant-based leads growth · Greek accelerating again in 2025–26 Source: BusinessStats Research · Euromonitor International Canada Packaged Food 2025 · Mintel Canada 2025 · April 2026

Canada Yogurt Market Segments 2026 (BusinessStats Research · Euromonitor): Greek yogurt 38% share (\$1.18B) · Traditional/stirred 42% (\$1.30B) · Drinkable/kefir 12% (\$372M) · Plant-based 8% (\$248M) · Greek growing 6.2% p.a. · Plant-based growing 11.2% p.a. · Premium segment (Greek + Plant-Based) now >50% of total value for first time. Source: BusinessStats Research · Mintel Canada · April 2026.

Key Players & Market Share

## Canadian Yogurt Market — Key Players & Brand Market Share 2026

**Danone Canada** leads the market with **28% share** — built on a multi-brand portfolio covering every yogurt occasion. Its Canadian operations generated an estimated **CAD \$868 million** in yogurt retail sales in 2026. Share has declined from **32% in 2018** as Chobani and private label eroded its position. Danone responded by launching **14 new SKUs in 2025** — heavily weighted toward high-protein and reduced-sugar.

- **Activia:** Canada's #1 yogurt brand by retail value — probiotic/digestive health positioning
- **Oikos:** Canada's #1 Greek yogurt brand — ~32% of the entire Greek sub-segment
- **Two Good:** Low-sugar, high-protein — targeting fitness-conscious Canadians
- **Silk:** Plant-based yogurt (acquired via WhiteWave 2017)
- **Danone Creamy:** Traditional format for mainstream consumers

**General Mills (Yoplait)** holds **22% share** — #2 in the market. Strong recognition among 35–65 year old Canadians. Its Liberté brand (premium full-fat, acquired 2013) is particularly dominant in Quebec, commanding price points **40% above category average**. **Chobani Canada** — entered Canada in 2018 — now holds **15% overall share** and **22% of the Greek segment** specifically. A remarkable achievement in under 8 years.

- **Danone:** 28% share · \$868M sales · losing 4 pts since 2018
- **General Mills (Yoplait):** 22% share · \$682M · Liberté strong in Quebec
- **Chobani:** 15% share · \$465M · growing +8.7% p.a. · 22% of Greek sub-segment
- **Private Label:** 18% share · \$558M · record high — PC, Compliments, Selection
- **Saputo / Alexis de Portneuf:** 7% share · \$217M · Quebec artisan strength
- **Others / Regional / Artisan:** 10% share · Olympic, Crema, Organic Meadows

## Canada Yogurt Market — Brand Share Comparison 2026 vs 2021

Three movements define this five-year period: **Danone's share erosion (–4 pts)**, **Chobani's gain (+4 pts)**, and **private label expansion (+6 pts)**. Private label rose from **12% in 2021 to 18% in 2026** as inflation pushed value-conscious shoppers toward own-brand options — a trend now proving "sticky."

Market Share Comparison Canada Yogurt Market — Brand Share 2021 vs 2026 (%) BusinessStats

Research · Euromonitor International · Mintel Canada Dairy Report 2025 · April 2026 –4 ptsDanone Share Change +6 ptsPrivate Label Gain

Private label +6 pts · Chobani +4 pts · Danone –4 pts since 2021 Source: BusinessStats Research ·

Euromonitor International Canada · Mintel Canada Dairy Trends 2025 · April 2026 Key Insight Private Label Now Controls 18% of Canada's Yogurt Market — A Historic High

For the first time in Canadian yogurt history, private label brands collectively hold **18% of total yogurt retail value** — surpassing Chobani and closing in on General Mills. During the 2022–2024 inflation surge, when average yogurt prices rose **22%**, Loblaw's President's Choice, Sobeys' Compliments, and Metro's Selection brands gained an estimated **6 percentage points of market share**. Industry data suggests approximately **40% of consumers** who switched to private label yogurt during the inflationary period have remained loyal even as branded products have implemented promotional support — a structural share shift with long-term implications for branded manufacturers' Canadian pricing and margin strategies.

**Private label yogurt** has become one of the most significant competitive forces in Canada. Beyond the headline 18% share, it commands even stronger positions in specific sub-segments. The one exception is Greek yogurt — where private label holds only **8%** as consumers show stronger brand loyalty there.

- **Traditional stirred yogurt:** ~28% of that segment is now private label
- **Drinkable yogurt:** private label holds ~21% of that format
- **Greek yogurt:** only ~8% private label — consumers pay for brand differentiation here
- **Saputo / Alexis de Portneuf:** 7% overall, dominant in Quebec full-fat and artisan sub-segments
- **Regional / Artisan (10%):** Olympic Dairy (BC), Krema (ON), Organic Meadows, small-batch farmers market producers

Consumer Trends

## Canadian Yogurt Consumer Trends — Health, Plant-Based & Premiumization

The most powerful trend reshaping Canadian yogurt in 2026 is the twin mandate of **high protein + gut health**. Brands that credibly claim both attributes command the strongest retail positioning. This mirrors the functional food performance positioning we track in our [global dairy dessert analysis](#).

- **72%** of Canadian yogurt consumers cite digestive/gut health as a top-3 purchase driver (Mintel 2025)
- **68%** cite "good source of protein" — up from 51% in 2020
- **Oikos Pro**: 20g protein per serving — Canada's top-selling high-protein SKU
- **Two Good**: 12g protein + only 2g sugar — fastest-growing Danone variant 2024–26
- **Skyr-style yogurts** (Siggi's, Arla): 40–60% price premium above standard Greek

**Plant-based yogurt** reached **CAD \$248 million in 2026** — growing at **11.2% annually**, nearly 3× the overall market rate. Crucially, **60% of plant-based buyers are flexitarians**, not vegans — dramatically expanding the addressable market. Similar health-driven premiumization is tracked in our [functional beverage analysis](#).

- **Oat-based (35%)**: Silk Oatmilk Yogurt, Oatly — leading platform
- **Coconut-based (28%)**: So Delicious, Daiya — strong in BC and urban Ontario
- **Almond-based (21%)**: Almond Breeze, private label — second largest
- **Soy-based (16%)**: declining share as oat-based dominates
- **Core buyer**: 25–44 yrs old · urban · HHI above CAD \$80,000
- **Flexitarians**: 60% of plant-based yogurt buyers — not vegan or vegetarian

### Canada Yogurt — Brand Market Share Breakdown 2026 (Donut)

The combined Danone–General Mills duopoly has eroded from **65%+ a decade ago to ~50%** today — a far more competitive market where Chobani, private label, and artisan brands all claim meaningful share.

Brand Market Share 2026 Canada Yogurt Market — Brand Share Distribution 2026 BusinessStats Research  
 · Euromonitor International Canada Packaged Food 2025 · April 2026

**Clean label and sustainability** are now critical purchase drivers — especially in the premium tier. **63% of buyers** say recognizable ingredients influence their choice (Mintel 2025). The organic/grass-fed sub-segment has grown at **9% annually** to reach **CAD \$155M**. Sugar content in new yogurt launches dropped

from **12.4g/100g (2019) to 8.7g/100g (2025)**.

- **Organic / Grass-Fed yogurt:** CAD \$155M · ~5% of market · growing 8.9% p.a.
- **Top organic brands:** Stonyfield Organic, Organic Meadows, Daisy
- **Price premium:** Organic commands 35–55% above conventional yogurt
- **Danone sustainability pledge:** All Activia packaging in recycled materials by 2027
- **Glass jar pilots:** Liberté and Krema testing glass formats at premium price points
- **Sugar reduction:** Average new launch sugar fell 30% from 2019 to 2025

## Canada Yogurt — Per Capita Consumption by Province 2026

Quebec leads all provinces at **16.8 kg/year** — driven by deep French dairy culture and strong local brands. Ontario follows at **14.2 kg**, BC at **13.9 kg**. Prairie and Atlantic provinces are lower but showing above-average growth in 2024–2026.

Per Capita by Province Canada Yogurt Per Capita Consumption by Province — kg/year 2026 BusinessStats Research · Statistics Canada Food Expenditure Survey · AAFC Dairy Consumption Data · April 2026 Source: BusinessStats Research · Statistics Canada · AAFC Dairy Facts 2025 · April 2026

Regional consumption reflects Canada's cultural diversity. **Quebec's leadership** stems from its French dairy heritage — Quebecers have consumed above-average yogurt since the 1970s. **BC's** strength reflects Vancouver's health-conscious, premium food culture. Prairie provinces are growing rapidly, driven by Calgary and Edmonton metro expansion.

- **Quebec:** 16.8 kg/yr — French dairy culture, Saputo, Liberté, Alexis de Portneuf strength · ~\$750M retail value
- **Ontario:** 14.2 kg/yr — largest volume province by absolute sales
- **British Columbia:** 13.9 kg/yr — highest organic/premium spend per capita in Canada
- **Alberta:** 11.9 kg/yr — growing with Calgary/Edmonton population boom
- **Manitoba:** 12.8 kg/yr · **Saskatchewan:** 11.5 kg/yr — steady growth
- **Atlantic Provinces:** 11.2 kg/yr — lower income, older demographics, but improving

Generational dynamics drive very different product strategies across the market. **Millennials (30–45)** are the heaviest per capita consumers — buying Greek and plant-based. **Gen Z (14–29)** is most open to non-dairy alternatives. **Baby Boomers (62–80)** are core Activia buyers — growing in absolute size as Canada

ages. See broader demographic context in our [global consumer economy analysis](#).

- **Millennials (30–45):** Heaviest consumers · premium Greek + plant-based · most brand-experimental
- **Gen Z (14–29):** Highest plant-based adoption · ingredient transparency priority · "nothing but good" resonates
- **Baby Boomers (62–80):** Core Activia/probiotic buyers · digestive + bone health focus · growing segment

Canadian Yogurt Consumer Trends 2026 (BusinessStats Research · Mintel Canada): 72% cite gut health as top purchase driver · 68% cite protein · Plant-based yogurt growing 11.2% p.a. · Sugar content down 30% since 2019 · Quebec leads per capita: 16.8 kg/yr · Organic/grass-fed: \$155M market · 60% of plant-based buyers are flexitarians. Source: BusinessStats Research · Mintel Canada 2025 · April 2026.

Generational dynamics drive very different product strategies. **Millennials (30–45)** are the market's most valuable cohort — heaviest per capita consumers, most likely to buy premium Greek and plant-based. **Gen Z (14–29)** shows highest interest in protein formats and non-dairy alternatives. **Baby Boomers (62–80)** are the core Activia/probiotic buyers — growing in absolute size as Canada ages. See broader demographic context in our [global consumer economy analysis](#).

- **Millennials (30–45):** Heaviest consumers · premium Greek + plant-based · most brand-experimental cohort
- **Gen Z (14–29):** Highest plant-based adoption · ingredient transparency priority · "nothing but good" resonates
- **Baby Boomers (62–80):** Core Activia/probiotic buyers · digestive + bone health focus · growing as Canada ages

Full Data Table

## Canada Yogurt Market — Full Data Table 2026

### Canada Yogurt Market — Comprehensive Statistics Table 2026

Click any column header to sort by that metric. All CAD values reflect retail sales estimates — foodservice adds ~8% additional value not shown here.

Canada Yogurt Market — Key Metrics 2026 Click column to sort 



| SEGMENT / METRIC               | MARKET VALUE<br>(CAD M) | MARKET<br>SHARE (%) | YOY GROWTH<br>2026 | CAGR<br>2024-29 | KEY BRANDS                          |
|--------------------------------|-------------------------|---------------------|--------------------|-----------------|-------------------------------------|
| Greek Yogurt                   | \$1,178M                | 38%                 | +6.2%              | +6.0%           | Oikos, Chobani, Fage, Liberté       |
| Traditional Stirred/Set        | \$1,302M                | 42%                 | +1.8%              | +2.1%           | Activia, Yoplait, PC, Compliments   |
| Drinkable / Kefir              | \$372M                  | 12%                 | +5.1%              | +5.3%           | Activia Drinkable, Liberte, Lifeway |
| Plant-Based (Alt.)             | \$248M                  | 8%                  | +11.4%             | +11.2%          | Silk, So Delicious, Oatly, Daiya    |
| <b>TOTAL MARKET</b>            | <b>\$3,100M</b>         | <b>100%</b>         | <b>+4.1%</b>       | <b>+4.2%</b>    | All brands                          |
| Danone Canada (Activia, Oikos) | \$868M                  | 28%                 | +2.1%              | +2.5%           | Activia, Oikos, Two Good, Silk      |
| General Mills / Yoplait        | \$682M                  | 22%                 | +1.4%              | +1.8%           | Yoplait, Liberté, Go-Gurt           |
| Chobani Canada                 | \$465M                  | 15%                 | +8.7%              | +8.2%           | Chobani Greek, Chobani Complete     |
| Private Label (All Retailers)  | \$558M                  | 18%                 | +6.9%              | +5.5%           | PC, Compliments, Selection, GV      |
| Saputo / Alexis de Portneuf    | \$217M                  | 7%                  | +3.2%              | +3.0%           | Alexis de Portneuf, Armstrong       |
| Others (Regional/Artisan)      | \$310M                  | 10%                 | +5.8%              | +5.5%           | Olympic, Krema, Organic Meadows     |
| Organic / Grass-Fed Yogurt     | \$155M                  | ~5%                 | +8.9%              | +9.0%           | Stonyfield, Organic Meadows, Daisy  |
| Premium/Artisan Yogurt         | \$186M                  | ~6%                 | +9.4%              | +9.1%           | Siggi's, Fage Total, Liberté Whole  |

## Key Statistics

## Yogurt Market in Canada — Key Statistics & Facts 2026

CAD \$3.1B Total Yogurt Market Size 2026 Retail + foodservice combined. Up from CAD \$2.3B in 2018. CAGR of 4.1% since 2018. Crossed CAD \$3B milestone for first time in 2025. Retail accounts for ~92%; foodservice ~8%. 4.2% Market CAGR 2024–2029 Forecast compound annual growth rate 2024–2029. Above overall food retail growth of ~2.8%. Driven by premiumization, innovation, and demographic tailwinds including immigration-fueled population growth. 13.5 kg Per Capita Consumption 2026 Per person per year — one of the highest in North America. Significantly above U.S. average of ~11.1 kg and global average of ~4.2 kg. Quebec leads at 16.8 kg; Alberta at 11.9 kg. 38% Greek Yogurt Market Share Greek yogurt is the largest and fastest-growing mainstream segment. Growing at 6.2% annually. Value: ~\$1.18B. Oikos (Danone) leads Greek with ~32% sub-segment share. Up from near-zero in 2010. 28% Danone Canada Market Share Danone leads with ~\$868M in Canadian yogurt retail sales. Portfolio spans Activia, Oikos, Two Good, Danone Creamy, Silk (plant-based). Share declined from ~32% in 2018 as Chobani and private label gained ground. 18% Private Label Market Share Record high in 2026, up from 12% in 2021. Driven by inflation-era consumer value-seeking. Loblaw PC, Sobeys Compliments, Metro Selection are major private label players. Strongest in traditional yogurt (28% of that segment). 11.2% Plant-Based Yogurt CAGR Fastest-growing yogurt segment. Value: ~CAD \$248M in 2026. Oat-based leads (35% of plant-based), followed by coconut (28%) and almond (21%). 60% of buyers are flexitarian rather than vegan. CAGR forecast through 2029. 72% Canadians Citing Gut Health as Purchase Driver 72% of yogurt consumers cite digestive/gut health as top-3 purchase driver (Mintel 2025). 68% cite protein content. Activia is Canada's #1 yogurt brand by retail value, capitalizing on probiotic positioning. ~520K Total Volume (Metric Tonnes) 2026 ~520,000 metric tonnes total yogurt volume in Canada 2026. Volume growth (+2.1% p.a.) lags value growth (+4.2% p.a.) — indicating significant premiumization/price mix improvement. Traditional yogurt flat in volume; Greek and plant-based driving all volume growth. \$155M Organic & Grass-Fed Yogurt Market ~5% of total market, growing at 8.9% p.a. Dominated by Stonyfield Organic, Organic Meadows, and Daisy. Commands price premiums of 35–55% above conventional yogurt. Particularly strong in BC, Ontario, and Quebec premium grocery. 16.8 kg Quebec Per Capita Consumption Highest of any Canadian province. Quebec's deep French dairy culture, local artisan producers (Alexis de Portneuf), and strong Liberté brand presence drive above-average consumption. Province accounts for ~\$750M of total Canadian yogurt retail. 15% Chobani Canada Market Share Achieved in under 8 years in Canada (entered 2018). ~22% of Greek sub-segment specifically. Strong millennial and Gen Z brand affinity. Growing at 8.7% p.a. in 2026. "Nothing but good" positioning resonates with ingredient-conscious Canadians.

Forecast 2028

## Canada Yogurt Market — Forecast & Outlook 2026–2028

The Canadian yogurt market is projected to reach **CAD \$3.55 billion by 2028** — a CAGR of **4.2%** from the 2026 base. Four structural tailwinds support this forecast. Growth forecasts and competitive dynamics are tracked in our [global yogurt market statistics](#) and [Greek yogurt analysis](#).

- **Immigration:** Canada targets ~500,000 new permanent residents/yr through 2027 — many from high-yogurt-consuming cultures
- **Premiumization:** AUV improvement of 2–2.5% p.a. above volume growth expected to continue
- **Plant-based:** Projected to reach CAD \$310–340M by 2028 — crossing 10% of total market
- **New formats:** Frozen yogurt bars, yogurt-based dips, high-protein meal-replacement pots opening new occasions

Key risks to the 2028 forecast include **dairy cost inflation**, further **private label penetration**, and competition from adjacent categories — particularly cottage cheese, which has seen viral social media momentum in 2024–2026 and is being positioned as a high-protein yogurt alternative.

- **Risk 1 — Dairy inflation:** Milk and cream commodity volatility may compress margins or dampen volume
- **Risk 2 — Private label:** If inflation re-emerges, 18% PL share could grow further vs branded
- **Risk 3 — Cottage cheese:** TikTok-driven cottage cheese boom competing directly for protein snack occasion
- **Risk 4 — Consumer confidence:** Macro slowdown could reduce premium yogurt trading-up behavior

Outlook 2026–2028 Canada Yogurt Market — Key Forecast Metrics to 2028 CAD \$3.55B  
 Market Value 2028E 4.2% CAGR 2026–2028 >10% Plant-Based Share 2028E ~550K MT  
 Volume 2028E 14.8 kg Per Capita 2028E 40%+ Greek Share 2028E

FAQ

## Frequently Asked Questions — Yogurt Market in Canada 2026

The Canadian yogurt market reached approximately **CAD \$3.1 billion** (approximately USD \$2.3 billion) in total retail and foodservice value in 2026. The retail segment alone accounts for approximately **CAD \$2.85 billion**, with foodservice contributing the remaining ~\$248 million. This represents growth from CAD \$2.98

billion in 2024 and CAD \$2.3 billion in 2018. The market is projected to reach **CAD \$3.55 billion by 2028**, growing at a CAGR of approximately 4.2%. Canada is consistently ranked among the top 10 global yogurt markets by total value and top 5 by per capita consumption.

**Greek yogurt** is the most popular and fastest-growing format in Canada, representing approximately **38% of total yogurt retail value** in 2026 — up from near-zero in 2010. Traditional stirred yogurt remains significant at 42% of market value, though it is losing share. Drinkable yogurt and kefir account for 12%. Plant-based yogurt alternatives are the fastest-growing segment at 8% of value, expanding at over **11% per year**. Within Greek yogurt, Danone's Oikos leads with ~32% of that sub-segment, followed by Chobani at ~22% and Fage at ~14%.

The leading yogurt brands and companies in Canada by retail value market share in 2026 are: **Danone Canada** (~28% — Activia, Oikos, Two Good, Silk), **General Mills/Yoplait** (~22% — Yoplait, Liberté, Go-Gurt), **Chobani** (~15%), **Private Label** (combined retailers ~18% — President's Choice, Compliments, Selection), **Saputo/Alexis de Portneuf** (~7%), and a diverse "others" category of regional and artisan brands (~10% combined). Notably, private label has surpassed both Chobani and Saputo to become the #3 "brand" category in the market, reflecting the inflation-driven value shift of 2022–2024.

The average Canadian consumed approximately **13.5 kilograms** of yogurt per person per year in 2026 — among the highest in North America. This compares to approximately 11.1 kg in the United States and a global average of just 4.2 kg per person. Per capita consumption varies significantly by province: **Quebec leads at 16.8 kg**, followed by Ontario (14.2 kg) and British Columbia (13.9 kg). Alberta, Manitoba, and Saskatchewan range from 11.9–12.8 kg. Atlantic Canada averages approximately 11.2–12.0 kg. Canadian per capita consumption has grown from approximately 10.8 kg in 2015, a 25% increase over a decade.

The Canadian yogurt market is forecast to reach approximately **CAD \$3.55 billion by 2028**, growing at a CAGR of approximately **4.2%** from the 2026 base. Key growth drivers include: immigration-driven population growth, ongoing Greek yogurt premiumization, plant-based yogurt expansion (11.2% CAGR), and organic/artisan segment growth (~9% CAGR). Plant-based yogurt is projected to exceed **10% of total market value by 2028** — up from 8% in 2026. The primary risks to this forecast include persistent dairy cost inflation, further private label penetration, and competition from cottage cheese and other high-protein alternatives gaining cultural momentum in 2025–2026.

**Quebec** leads all Canadian provinces in per capita yogurt consumption at approximately **16.8 kg per person per year** — the highest of any province and significantly above the national average of 13.5 kg. Quebec's leadership reflects its deep French dairy culture, the strong presence of local artisan producers

like Alexis de Portneuf, and the dominant Liberté brand positioning. The province accounts for an estimated **~CAD \$750 million** of total Canadian yogurt retail — a disproportionately large share relative to its population. Ontario follows at 14.2 kg/yr (the largest province by absolute yogurt sales volume), and British Columbia at 13.9 kg/yr — driven by Vancouver's premium health food culture. Prairie provinces range from 11.9–12.8 kg/yr, and Atlantic Canada averages approximately 11.2 kg/yr.

Yes — **Chobani is widely available across Canada** and has become one of the country's top yogurt brands since entering the Canadian market in **2018**. In under eight years, Chobani has captured approximately **15% of the total Canadian yogurt market** and approximately **22% of the Greek yogurt sub-segment** specifically — a remarkable achievement. Chobani is available at all major Canadian grocery chains including Loblaw, Sobeys, Metro, Walmart Canada, and Costco. Its "nothing but good" clean-ingredient positioning and American-style marketing have resonated strongly with millennial and Gen Z Canadian consumers who prioritize ingredient transparency and high protein content.

The Canadian plant-based yogurt market reached approximately **CAD \$248 million in 2026**, representing **8% of total yogurt retail value**. It is the fastest-growing yogurt segment at a CAGR of **11.2%** — nearly three times the overall market growth rate. The leading platforms are oat-based (35% of plant-based value, led by Silk and Oatly), coconut-based (28%, So Delicious and Daiya), almond-based (21%), and soy-based (16%). Crucially, approximately **60% of plant-based yogurt buyers are flexitarians** rather than vegans — they seek lactose-free options or variety. The core buyer profile is urban, aged 25–44, with household income above CAD \$80,000. By 2028, plant-based yogurt is projected to exceed **10% of total Canadian yogurt value**, reaching CAD \$310–340 million.

Private label yogurt holds a **record-high 18% market share** in Canada in 2026 — up from approximately 12% in 2021. This is the combined share of retailer-owned brands including **President's Choice** (Loblaw), **Compliments** (Sobeys/Empire), **Selection** (Metro), and **Great Value** (Walmart Canada). Private label gained **6 percentage points of share** during the 2022–2024 inflationary period as consumers sought value. It is strongest in traditional stirred yogurt (~28% of that segment) and drinkable yogurt (~21%), but weakest in Greek yogurt (~8%) where brand loyalty is higher. Approximately **40% of consumers** who switched to private label during the inflation era have remained loyal — making this a structural rather than temporary shift.

**Activia** (by Danone) is **Canada's #1 yogurt brand by retail value** in 2026, anchored by its probiotic and digestive health positioning. Activia's success in Canada reflects the fact that **72% of Canadian yogurt consumers** cite gut health as a top-3 purchase driver (Mintel 2025) — making Activia's "billions of

probiotics" message highly resonant. The brand spans multiple formats including traditional stirred, drinkable, and plant-based variants. Danone Canada — Activia's parent — holds approximately **28% of the total Canadian yogurt market** overall, generating approximately **CAD \$868 million** in yogurt retail sales in 2026. Activia is particularly strong among Baby Boomer consumers (aged 62–80) who prioritize digestive and bone health.

Canada consumes significantly **more yogurt per capita than the United States**. The average Canadian consumed **13.5 kg/year** in 2026 versus approximately **11.1 kg/year** for the average American — making Canada's per capita consumption **22% higher**. Both countries are well above the global average of 4.2 kg/person/year. Canada's higher consumption is attributed to its stronger French dairy cultural influence (particularly in Quebec), earlier and deeper adoption of Greek yogurt, and a retail grocery environment that dedicates proportionally more shelf space to premium yogurt formats. In total market value, the U.S. yogurt market (~USD \$12–14B) is much larger than Canada's (~USD \$2.3B) due to population size difference — the U.S. has approximately 10× Canada's population.

The Canadian organic and grass-fed yogurt sub-segment reached approximately **CAD \$155 million in retail value in 2026** — representing roughly **5% of total yogurt market value** and growing at approximately **8.9% annually**. Key brands include **Stonyfield Organic**, **Organic Meadows**, and **Daisy**. Organic yogurt commands a significant price premium of **35–55% above conventional yogurt**. The segment is particularly strong in British Columbia, Ontario, and Quebec premium grocery channels. Consumer demand is driven by **63% of buyers** citing "recognizable/minimal ingredients" as a purchase priority, along with concerns about antibiotic use in conventional dairy farming. Danone Canada has committed to transitioning all Activia packaging to recycled materials by 2027 — signaling broader sustainability priorities.

Danone Canada sells multiple yogurt brands spanning virtually every format and consumer occasion. Its Canadian yogurt portfolio includes: **Activia** (probiotic/gut health — Canada's #1 yogurt brand), **Oikos** (Greek yogurt — Canada's #1 Greek brand with ~32% Greek sub-segment share), **Two Good** (low-sugar, 12g protein — targeting fitness consumers), **Danone Creamy** (traditional stirred, mainstream positioning), **Danone Silhouette** (drinkable yogurt format), and **Silk** (plant-based oat and almond yogurts, acquired via WhiteWave in 2017). Danone launched **14 new yogurt SKUs in Canada in 2025 alone**, heavily weighted toward high-protein and reduced-sugar variants, in response to competitive pressure from Chobani and rising private label share.

The drinkable yogurt and kefir segment represents approximately **12% of the Canadian yogurt market** — valued at approximately **CAD \$372 million in 2026** and growing at **5.1% annually**. This format is driven by

on-the-go consumption occasions, children's nutrition products (Yoplait's Go-Gurt, Danone's Silhouette Drinkable), and kefir's growing popularity among health-conscious adults for its dense probiotic content — kefir typically contains **10–34 billion CFU** of live cultures per serving, significantly more than standard yogurt. Key brands include **Lifeway Kefir** (the leading kefir brand), Danone Silhouette Drinkable, Yoplait Go-Gurt, and private label drinkable yogurts from Loblaw and Sobeys. The format is particularly popular as a breakfast-on-the-go or post-workout recovery drink among 25–44 year old Canadians.

The top yogurt trends shaping the Canadian market in 2026 are: **(1) High-protein formats** — skyr, Greek protein variants (Oikos Pro 20g, Two Good 12g), and protein-fortified drinkables growing fastest. **(2) Gut health/probiotic premiumization** — 72% of buyers cite gut health as a top-3 driver; clinical-strength probiotic claims gaining premium positioning. **(3) Plant-based acceleration** — oat-based yogurt leading at 11.2% CAGR; 60% of plant-based buyers are flexitarians. **(4) Sugar reduction** — average sugar in new launches fell from 12.4g/100g (2019) to 8.7g/100g (2025). **(5) Private label premiumization** — retailers moving PL yogurt upmarket with organic and Greek-style own-brand SKUs. **(6) Cottage cheese competition** — TikTok-driven cottage cheese trend competing for the high-protein snack occasion. **(7) Packaging sustainability** — recycled material commitments from Danone, glass jar pilots from smaller brands.

Yes — yogurt is widely regarded as a **healthy food in Canada** and is featured prominently in Canada's Food Guide as part of the "protein foods" category. Health Canada recognizes yogurt as an excellent source of **calcium, protein, and probiotics**. **72% of Canadian yogurt consumers** associate yogurt with digestive health benefits (Mintel 2025), and **68%** cite protein content as a key reason for purchase. Greek yogurt in particular is positioned as a high-protein, lower-carbohydrate alternative to regular yogurt, with products like Oikos Pro delivering up to **20g of protein per 175g serving**. Health Canada has also encouraged the reformulation of yogurt products to reduce added sugar — average sugar content in new Canadian yogurt launches fell **30%** from 2019 to 2025.

#### Data Sources & References

**Primary:** [Agriculture and Agri-Food Canada — Dairy Facts and Figures 2024–2025](#) · Annual dairy market statistics including yogurt consumption, production volume, and retail trade data

**Primary:** [Statista — Canada Yogurt Industry Statistics 2025](#) · Market size, brand share, consumer survey data, per capita consumption series 2015–2026

**Primary:** [Euromonitor International — Yoghurt in Canada, Packaged Food 2025 Edition](#) · Brand market shares, segment values, retail distribution, five-year forecast

**Supporting:** [Mintel Canada — Dairy Consumer Trends Report 2025 · Consumer motivations, purchase drivers, plant-based adoption rates, generational analysis](#)

**Supporting:** [Statistics Canada — Retail Trade Surveys, Food & Beverage Stores · Annual retail expenditure data for dairy categories including yogurt by province](#)

All Canadian yogurt market statistics are BusinessStats Research compilations based on Agriculture and Agri-Food Canada (AAFC) official dairy market data, Statistics Canada retail trade surveys, Euromonitor International Canada Packaged Food 2025 edition, Mintel Canada Dairy Trends 2025, and Nielsen Canada POS tracking data. Market size figures (CAD \$3.1B for 2026) represent BusinessStats Research estimates synthesizing retail trade data, manufacturer revenue disclosures, and industry analyst projections. Brand market share figures are estimates based on Euromonitor and Mintel data; actual figures may vary with forthcoming official releases. Per capita consumption data from AAFC Dairy Facts 2025 and Statistics Canada food expenditure surveys. All forecasts are estimates subject to revision.

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## STATISTICS REPORT

# Greek Yogurt in the US: Statistics and Facts 2026

 Updated Oct 6, 2026 · [businessstats.com/greek-yogurt](https://businessstats.com/greek-yogurt)

|                                                 |                                                |                                          |
|-------------------------------------------------|------------------------------------------------|------------------------------------------|
| <b>10.2g</b><br>PROTEIN PER 100 G, NONFAT GREEK | <b>46.3%</b><br>GREEK SHARE OF SPOONABLE, 2021 | <b>5.29B lb</b><br>US YOGURT OUTPUT 2025 |
| <b>14.5 lb</b><br>YOGURT PER PERSON 2024        | <b>1.12B lb</b><br>NEW YORK OUTPUT 2025        | <b>\$1.2B</b><br>CHOBANI ROME NY PLANT   |

## Overview

## Greek yogurt in the United States

Greek yogurt is yogurt that has been strained to remove much of its liquid whey, leaving a thicker product with more protein and less sugar per spoonful. It was a niche product in the United States until the late 2000s, when Chobani, founded in upstate New York in 2005, and other brands brought it into mainstream supermarkets. Within a decade Greek styles had become almost half of the spoonable yogurt market.

There is no federal definition of Greek yogurt. The FDA standard covers yogurt in general, and companies decide whether to strain the product or thicken it with added milk protein. Official statistics also do not separate Greek from regular yogurt, so this report combines USDA nutrient data, production and consumption figures for all yogurt and company disclosures. The wider yogurt category is covered in our report on the [yogurt market](#).

1.8xProtein vs regular nonfat yogurtUSDA, per 100 g.-58%Sugars vs regular nonfat yogurtUSDA, per 100 g.+8.5%US yogurt output growth 2025Record year.2 to 3 kgAcid whey per kg of Greek yogurtAcademic studies. Nutrition

## Nutrition: 10.2 g of protein per 100 g

USDA FoodData Central gives the clearest picture of how Greek yogurt differs. Per 100 grams, plain nonfat Greek yogurt has 59 calories, 10.2 g of protein, 3.6 g of carbohydrates and 3.24 g of sugars. Plain skim yogurt has 56 calories, 5.73 g of protein and 7.68 g of sugars. Straining concentrates the protein and removes some of the lactose, which is the sugar in milk.

Greek vs Regular Nonfat Yogurt: Nutrients per 100 g (grams) Plain products without added sugar or flavours.

Data:

USDA FoodData Central, Yogurt, Greek, plain, nonfat (170894) and Yogurt, plain, skim milk (170887).

Note:

values per 100 g; brands vary. Compiled by BusinessStats. Switch to the table for exact figures.

**More protein, less sugar:** nonfat Greek yogurt has 1.8 times the protein and 58 percent less sugar than plain skim yogurt.

Straining also removes minerals that dissolve in whey. Nonfat Greek yogurt has 110 mg of calcium per 100 g against 199 mg in plain skim yogurt, and 36 mg of sodium against 77 mg. Whole-milk Greek yogurt contains 97 calories, 9.0 g of protein and 5.0 g of fat per 100 g, while regular whole-milk yogurt has 61 calories and 3.47 g of protein.

| PRODUCT                    | CALORIES | PROTEIN (G) | SUGARS (G) | CALCIUM (MG) | SODIUM (MG) |
|----------------------------|----------|-------------|------------|--------------|-------------|
| Greek, plain, nonfat       | 59       | 10.2        | 3.24       | 110          | 36          |
| Greek, plain, low fat      | 73       | 9.95        | 3.56       | 115          | 34          |
| Greek, plain, whole milk   | 97       | 9.00        | 4.00       | 100          | 35          |
| Regular, plain, skim       | 56       | 5.73        | 7.68       | 199          | 77          |
| Regular, plain, low fat    | 63       | 5.25        | 7.04       | 183          | 70          |
| Regular, plain, whole milk | 61       | 3.47        | 4.66       | 121          | 46          |

For a typical 170 g (6 oz) cup, these values mean about 17 g of protein for nonfat Greek yogurt against about 10 g for plain skim yogurt. That gap, at a similar calorie count, is the main reason Greek yogurt became popular with consumers looking for high-protein foods. Flavoured varieties can contain much more sugar than the plain products shown here.

Market Share



## Market share: from 4 percent to 46 percent of spoonable yogurt

The most detailed public data on Greek yogurt sales come from the registration statement that Chobani filed with the SEC in November 2021, which cites Nielsen retail data. Greek yogurt grew from 4.4 percent of US spoonable yogurt sales in 2009 to 46.3 percent in 2021, about 3.3 billion dollars of a 7.1 billion dollar spoonable market.

Greek Yogurt Share of US Spoonable Yogurt Sales, 2009 and 2021 (%)Share of retail dollar sales of spoonable yogurt.

Data:

Chobani Inc., Form S-1 registration statement, November 2021, citing Nielsen retail measurement.

Note:

latest publicly filed figure. Compiled by BusinessStats.Switch to the table for exact figures.

**Ten times larger share:** Greek styles went from a niche 4.4 percent of spoonable yogurt sales to almost half in 12 years.

In the same filing, Chobani reported a 43.5 percent share of the Greek yogurt segment and a 20.2 percent share of all US yogurt, the largest of any brand, for the 13 weeks to October 16, 2021. Chobani now describes itself as the number one yogurt brand in America. More recent share data from retail panels are not published by an official source.

US Production

## US production: a record 5.29 billion pounds in 2025

USDA NASS reports total US yogurt production, plain and flavored, without a Greek breakdown. Output was about 4.76 billion pounds in 2014, then slipped to a low of 4.38 billion pounds in 2019. It recovered to 4.74 billion pounds in 2021, dipped to 4.47 billion pounds in 2022, and then rose strongly: 4.59 billion pounds in 2023, 4.87 billion pounds in 2024 and a record 5.29 billion pounds in 2025, up 8.5 percent.

US Yogurt Production, 2014 to 2025 (million pounds)Plain and flavored yogurt of all types, including Greek.

Data:

USDA National Agricultural Statistics Service, Dairy Products Annual Summaries, latest revisions.

Note:

2015 omitted because only a preliminary value was retrieved; 2018 and 2025 are preliminary. Compiled by BusinessStats. Switch to the table for exact figures.

**A new record:** US yogurt output jumped 8.5 percent in 2025 to 5.29 billion pounds, after years of decline in the late 2010s.

The decline from 2014 to 2019 followed the 2013 peak in per capita consumption. The recent rise coincides with renewed demand for high-protein yogurt: Danone reports double-digit growth in its high-protein range in North America. Production peaked in March 2025 at 460.6 million pounds in a single month.

Consumption

## Consumption: 14.5 pounds per person in 2024

USDA ERS estimates that Americans ate 14.5 pounds of yogurt per person in 2024, other than frozen yogurt. Consumption more than doubled from 6.5 pounds in 2000 to a peak of 14.9 pounds in 2013, during the rapid growth of Greek yogurt. It then fell to 13.3 pounds in 2019 before recovering.

US Yogurt Consumption per Person, 2000 to 2024 (pounds) Yogurt other than frozen, per capita availability.

Data:

USDA Economic Research Service, Dairy Data, per capita consumption, updated December 16, 2025.

Note:

selected years; 2025 not yet published. Compiled by BusinessStats. Switch to the table for exact figures.

**More than doubled since 2000:** Americans eat 14.5 pounds of yogurt a year, close to the 2013 peak set during the Greek yogurt boom.

Frozen yogurt has moved the other way, falling from 1.37 pounds per person in 2015 to 0.71 pounds in 2024. Frozen desserts more broadly are covered in our ranking of [top ice cream brands](#), and high-protein drinks, a competing category, in our report on [sports drinks](#).

New York

## New York: the largest yogurt-producing state

New York is the centre of US Greek yogurt production. The state Department of Agriculture and Markets reports that New York made 1.12 billion pounds of yogurt in 2025 and ranks first in the nation, ahead of every other state. Output has grown by two thirds since 2015, when it was 668 million pounds, with the fastest growth since 2022.

Yogurt Production in New York State, 2015 to 2025 (million pounds) All yogurt produced in New York, the largest yogurt-producing state.

Data:

New York State Department of Agriculture and Markets, 2025 New York State Dairy Statistics Annual Summary.

Note:

share of US total calculated by BusinessStats from USDA NASS. Compiled by BusinessStats. Switch to the table for exact figures.

**Up 67 percent in ten years:** New York yogurt output passed 1.1 billion pounds in 2025, about 21 percent of US production.

New York accounted for about 21.1 percent of US yogurt production in 2025, up from 20.3 percent in 2024. The state has nearly 3,000 dairy farms that produced 16.1 billion pounds of milk, according to the Governor, and Chobani alone buys more than 1 billion pounds of New York milk a year.

Companies

### Companies: Chobani, Danone and Lactalis

Chobani was founded in 2005 by Hamdi Ulukaya in New Berlin, New York. It now makes products in New York, Idaho, Michigan and Australia. In its 2021 SEC filing it reported net sales of about 1.4 billion dollars for 2020 and more than 2,000 employees. In October 2025 it announced a 650 million dollar equity raise to support growth, without disclosing a valuation or new sales figures.

In April 2025, Chobani broke ground on a 1.2 billion dollar plant in Rome, New York, which New York State describes as the largest investment ever in natural food production in the United States. The plant will cover 1.4 million square feet on 150 acres, process about 12 million pounds of milk a day with up to 28 production lines and create more than 1,000 jobs, supported by up to 73 million dollars in state tax credits.

| ITEM              | VALUE                                |
|-------------------|--------------------------------------|
| Investment        | 1.2 billion dollars                  |
| Building          | 1.4 million square feet on 150 acres |
| Milk processed    | about 12 million pounds a day        |
| Production lines  | up to 28                             |
| Jobs              | more than 1,000                      |
| State tax credits | up to 73 million dollars             |
| Groundbreaking    | April 22, 2025                       |

Danone, which sells Oikos Greek yogurt in the United States, reported that its high-protein yogurt business grew at a double-digit pace in North America in 2025, led by the Oikos Pro range, even as total North American sales growth slowed to 2.0 percent like-for-like. General Mills, the former owner of Yoplait in the United States, sold its North American yogurt business for 2.1 billion dollars. Lactalis took over the US business, including Yoplait, Go-Gurt, Oui and :ratio, on June 30, 2025; the US business had about 1.2 billion dollars of net sales in fiscal 2025.

Similar brand dynamics in a neighbouring market are covered in our report on the [yogurt market in Canada](#), where Sodial took over Yoplait and Liberte from General Mills in January 2025.

FDA Rules

## FDA rules: what can be called yogurt

The FDA updated the federal standard of identity for yogurt in a final rule published on June 11, 2021, with a compliance date of January 1, 2024. Yogurt must contain at least 3.25 percent milkfat before bulky flavourings are added, unless it is labelled low fat or nonfat, and at least 8.25 percent milk solids not fat. Separate standards for low-fat and nonfat yogurt were revoked.

A 2023 amendment set the acidity requirement at a pH of 4.6 or lower, measured within 24 hours of filling. Products that claim to contain live and active cultures must have at least 10 million colony-forming units per gram at manufacture. The standard does not define Greek yogurt; the FDA notes only that permitted dairy ingredients help manufacturers reach the protein content desired for Greek-style yogurt.

| REQUIREMENT | RULE |
|-------------|------|
|-------------|------|

|                                |                                                                           |
|--------------------------------|---------------------------------------------------------------------------|
| Milkfat                        | at least 3.25 percent before bulky flavourings (unless low fat or nonfat) |
| Milk solids not fat            | at least 8.25 percent                                                     |
| Acidity                        | pH 4.6 or lower within 24 hours of filling                                |
| Live and active cultures claim | at least 10 million CFU per gram at manufacture                           |
| Greek yogurt                   | no separate federal standard                                              |
| Compliance date                | January 1, 2024                                                           |

## Acid Whey

### Acid whey: the by-product of straining

Straining has an environmental cost. Researchers estimate that producing 1 kg of strained Greek yogurt leaves 2 to 3 kg of acid whey, a sour liquid that cannot simply be released into rivers. A USDA-funded Cornell University project reported that a single Chobani plant in New Berlin was shipping 39 tanker trucks of acid whey a day, at a cost of about 6 million dollars a year.

Producers now use acid whey as animal feed, as a fertiliser on farms and as a feedstock for biogas digesters, and researchers are testing ways to turn it into higher-value chemicals. The volumes involved are one reason some brands thicken yogurt with added milk protein instead of straining it, although official data do not show how much US Greek yogurt is made each way.

## Key Facts

### Greek yogurt in eight numbers

10.2gProtein per 100 gPlain nonfat Greek.3.24gSugars per 100 gPlain nonfat Greek.46.3%Greek share of spoonable sales2021, Nielsen.5.29B lbUS yogurt output 2025Up 8.5 percent.14.5 lbYogurt per person 2024All yogurt.21%New York share of US output2025.\$1.2BChobani Rome NY plantGroundbreaking April 2025.\$2.1BGeneral Mills yogurt saleLactalis and Sodiam. FAQ

### Greek yogurt questions answered with official data

USDA data show plain nonfat Greek yogurt has 10.2 g of protein per 100 g, about 17 g in a 170 g cup, compared with 5.73 g per 100 g in plain skim yogurt.



Yes. Plain nonfat Greek yogurt has 3.24 g of sugars per 100 g against 7.68 g in plain skim yogurt, because straining removes some lactose. Flavoured products can contain much more added sugar.

Yes. Plain nonfat Greek yogurt has 110 mg of calcium per 100 g, against 199 mg in plain skim yogurt, because some calcium is lost with the whey.

Greek yogurt was 46.3 percent of US spoonable yogurt sales in 2021, about 3.3 billion dollars, up from 4.4 percent in 2009, according to Nielsen data in the Chobani SEC filing.

USDA NASS reports US yogurt production of 5.29 billion pounds in 2025, a record and 8.5 percent more than in 2024. The figure covers all yogurt types.

New York, with 1.12 billion pounds in 2025, about 21 percent of US production, according to the New York State Department of Agriculture and Markets.

USDA ERS estimates 14.5 pounds of yogurt per person in 2024, more than twice the 6.5 pounds of 2000 and close to the 2013 peak of 14.9 pounds.

No. The FDA yogurt standard covers all yogurt and does not define Greek yogurt, so manufacturers can strain the product or add milk protein to thicken it.

#### Sources

[USDA FoodData Central](#) - Yogurt, Greek, plain, nonfat and related entries.

[USDA NASS](#) - Dairy Products 2025 Summary, April 2026, and earlier annual summaries.

[USDA Economic Research Service](#) - Dairy data, per capita consumption, December 2025.

[New York State Department of Agriculture and Markets](#) - 2025 Dairy Statistics Annual Summary.

[US Food and Drug Administration](#) - Yogurt standard of identity final rule, June 2021, and 2023 amendment.

[Chobani](#) - Form S-1, November 2021, and company announcements.

[Governor of New York](#) - Chobani Rome plant announcement.

[General Mills](#) - completion of US yogurt business sale, June 2025.

[Danone](#) - full-year 2025 results.

[USDA NIFA](#) - Cornell acid whey research project.



USDA production and consumption data cover all yogurt, not only Greek. Greek market shares are from Nielsen data cited in the 2021 Chobani filing, the latest public figure. Ratios, shares of US production and per-cup values are BusinessStats calculations from published figures. Private market-size estimates were removed from this edition.



STATISTICS REPORT

# Child health and nutrition statistics & facts

Updated Sep 30, 2026 · [businessstats.com/child-health-nutrition-statistics](https://businessstats.com/child-health-nutrition-statistics)

|                                    |                                       |                                   |
|------------------------------------|---------------------------------------|-----------------------------------|
| <b>4.9M</b><br>UNDER-5 DEATHS 2024 | <b>37.4</b><br>U5 MORTALITY PER 1,000 | <b>150.2M</b><br>STUNTED CHILDREN |
| <b>42.8M</b><br>WASTED CHILDREN    | <b>188M</b><br>OBESE AGES 5 TO 19     | <b>85%</b><br>DTP3 COVERAGE 2025  |

## Overview

### Child health and nutrition in numbers

The health and nutrition of children has improved dramatically over the past three decades, but progress has slowed and huge gaps remain. According to the UN Inter-agency Group for Child Mortality Estimation (UN IGME), 4.9 million children died before their fifth birthday in 2024, less than half the 10.1 million of 2000 and far below the 13.0 million of 1990. Yet the pace of decline has slowed by 60 percent since 2015, and 58 percent of all under-five deaths now occur in sub-Saharan Africa.

Malnutrition remains one of the biggest threats to children. The joint estimates of UNICEF, the World Health Organization (WHO) and the World Bank show that 150.2 million children under five, or 23.2 percent, were stunted in 2024, 42.8 million were wasted and 35.5 million were overweight. At the same time, the world has passed a turning point: in 2025, for the first time, more school-age children and adolescents were obese, 9.4 percent, than underweight, 9.2 percent, according to UNICEF. This report sets out the latest data on child survival, undernutrition, obesity, diets, immunisation and the key risks for children.

4.9MUnder-five deaths2024, UN IGME.150.2MStunted children under 52024, 23.2 percent.188MChildren 5 to 19 with obesity2025, UNICEF.13.5MZero-dose children2025, no vaccines at all. Child Mortality

### Child mortality: 4.9 million deaths a year

Under-five deaths have fallen by more than 60 percent since 1990. The UN IGME estimates that 13.0 million children under five died in 1990, 10.1 million in 2000, 7.1 million in 2010 and 6.1 million in 2015. In 2024, the number was 4.9 million. The under-five mortality rate fell from 93.5 deaths per 1,000 live births in 1990 to

76.7 in 2000, 42.9 in 2015 and 37.4 in 2024.

Global Under-Five Deaths, 1990 to 2024 (million)Number of deaths of children under five years of age.

Data:

UN Inter-agency Group for Child Mortality Estimation, Levels and Trends in Child Mortality, Report 2025, March 2026. Compiled by BusinessStats.Switch to the table for exact figures.

**Down by nearly two thirds:** under-five deaths fell from 13.0 million in 1990 to 4.9 million in 2024, but progress has slowed since 2015.

Newborns account for a growing share of deaths. Of the 4.9 million under-five deaths in 2024, 2.3 million, or 47 percent, were babies in their first month of life. The global neonatal mortality rate was 17.2 deaths per 1,000 live births. A further 2.1 million children, adolescents and young people aged 5 to 24 also died in 2024. In the first month of life, complications of preterm birth caused 36 percent of deaths and complications during labour and delivery 21 percent; after the first month, malaria was the largest single killer, at 17 percent of deaths.

| MEASURE                               | 1990 | 2000 | 2015 | 2024 |
|---------------------------------------|------|------|------|------|
| Under-five deaths (million)           | 13.0 | 10.1 | 6.1  | 4.9  |
| Under-five mortality rate (per 1,000) | 93.5 | 76.7 | 42.9 | 37.4 |
| Neonatal mortality rate (per 1,000)   |      |      |      | 17.2 |
| Newborn deaths (million)              |      |      |      | 2.3  |

By Region

## Child mortality by region

Where a child is born still decides their chance of survival. In 2024, the under-five mortality rate was 71.6 deaths per 1,000 live births in sub-Saharan Africa, almost 14 times the rate of 5.2 in Europe and Northern America and nearly 19 times the 3.8 in Australia and New Zealand. Central and Southern Asia had a rate of 32.0, Northern Africa and Western Asia 26.1 and Eastern and South-Eastern Asia 13.0.

Under-Five Mortality Rate by Region, 2024 (deaths per 1,000 live births)Probability of dying before age five per 1,000 live births, by SDG region.

Data:



UN IGME, Levels and Trends in Child Mortality, Report 2025. Compiled by BusinessStats. Switch to the table for exact figures.

**A 19-fold gap:** a child born in sub-Saharan Africa faced an under-five mortality rate of 71.6 per 1,000 in 2024, against 3.8 in Australia and New Zealand.

Sub-Saharan Africa accounted for 58 percent of all under-five deaths in 2024 and Southern Asia for 25 percent, meaning these two regions together account for more than four in five deaths. Only three countries had an under-five mortality rate above 100 per 1,000 live births: Niger, Nigeria and Somalia. Children living in fragile and conflict-affected settings are nearly three times more likely to die before age five than children elsewhere. On current trends, 60 countries, home to 42 percent of all children under five worldwide, will miss the 2030 target for under-five mortality, and 66 countries will miss the target for newborn deaths.

#### Child Survival: Key Facts

- **58 percent** of under-five deaths in 2024 were in sub-Saharan Africa and 25 percent in Southern Asia.
- **3 countries**, Niger, Nigeria and Somalia, had under-five mortality above 100 per 1,000 live births.
- **Nearly 3 times** higher risk of death before age five for children in fragile or conflict-affected settings.
- **More than 100,000** children aged 1 to 59 months died directly from malnutrition in 2024.
- **60 countries** are off track for the 2030 under-five mortality target.

#### Malnutrition

### Malnutrition in children under five

Malnutrition in children takes several forms. Stunting, meaning being too short for age, reflects chronic undernutrition and affects brain development and future earnings. Wasting, meaning being too thin for height, is a sign of acute undernutrition and is the most immediate threat to life. Overweight is the opposite problem, and is rising in many countries. The UNICEF, WHO and World Bank Joint Child Malnutrition Estimates (JME) for 2025 found that in 2024, 150.2 million children under five were stunted, 42.8 million were wasted, including 12.2 million severely wasted, and 35.5 million were overweight.

Children Under Five Affected by Malnutrition, 2024 (million) Number of children under five by form of malnutrition.

Data:

UNICEF, WHO and World Bank, Joint Child Malnutrition Estimates, 2025 edition.

Note:

severe wasting is a subset of wasting. Compiled by BusinessStats.Switch to the table for exact figures.

**Stunting dominates:** 150.2 million children under five were stunted in 2024, more than three times the 42.8 million who were wasted.

Progress has been slow. Stunting prevalence fell from 26.4 percent in 2012 to 23.2 percent in 2024, and the number of stunted children has been stuck at about 150 million since 2021. Wasting fell from 7.4 percent, or 50.9 million children, in 2012 to 6.6 percent in 2024. Overweight has not improved at all, edging up from 5.3 percent to 5.5 percent. Boys are more affected than girls: 24.4 percent of boys were stunted in 2024 against 21.9 percent of girls, and 5.8 percent of boys were overweight against 5.1 percent of girls.

Malnutrition Prevalence Among Children Under Five, 2012 vs 2024 (%)Share of children under five affected, global.

Data:

UN Sustainable Development Goals Report 2025, Goal 2, based on the Joint Child Malnutrition Estimates. Compiled by BusinessStats.Switch to the table for exact figures.

**Slow progress on undernutrition, none on overweight:** stunting fell from 26.4 to 23.2 percent between 2012 and 2024, while overweight rose from 5.3 to 5.5 percent.

Undernutrition is concentrated in two regions. Asia is home to 51 percent of stunted children and Africa to 43 percent. Three quarters of severely wasted children live in Asia and 22 percent in Africa. Wasting prevalence was highest in Central and Southern Asia, at 13.0 percent in 2024, and in Oceania excluding Australia and New Zealand, at 8.4 percent. Only about a quarter of countries are on track to meet the 2030 target on stunting, and just 1 in 6 on overweight.

| INDICATOR             | 2012         | 2024          | CHANGE            |
|-----------------------|--------------|---------------|-------------------|
| Stunting (prevalence) | 26.4 percent | 23.2 percent  | minus 3.2 points  |
| Stunting (number)     |              | 150.2 million | flat since 2021   |
| Wasting (prevalence)  | 7.4 percent  | 6.6 percent   | minus 0.8 points  |
| Wasting (number)      | 50.9 million | 42.8 million  | minus 8.1 million |

|                         |              |              |                   |
|-------------------------|--------------|--------------|-------------------|
| Overweight (prevalence) | 5.3 percent  | 5.5 percent  | plus 0.2 points   |
| Overweight (number)     | 36.3 million | 35.5 million | minus 0.8 million |

## Anaemia

### Anaemia and micronutrient deficiencies

Hidden hunger, a lack of essential vitamins and minerals, affects even more children than stunting. The WHO estimates that 40 percent of children aged 6 to 59 months worldwide, or 269 million children, are anaemic, most often because of iron deficiency. The WHO African Region has about 103 million anaemic young children and the South-East Asia Region about 83 million. Anaemia in early childhood impairs brain development, learning and resistance to infection.

Mothers are affected too. The WHO estimates that 30 percent of non-pregnant women and 37 percent of pregnant women aged 15 to 49 are anaemic, and the UN reports that anaemia among women of reproductive age rose from 27.6 percent in 2012 to 30.7 percent in 2023. Maternal anaemia increases the risk of low birthweight and preterm birth, the leading causes of newborn deaths.

40%Children 6 to 59 months with anaemia269 million, WHO.37%Pregnant women with anaemiaWHO.30.7%Women 15 to 49 with anaemia2023, up from 27.6 percent in 2012.1 in 3Women projected anaemic by 2030UN. Diets

### Diets and child food poverty

What young children eat matters as much as how much. UNICEF, in its 2024 report on child food poverty covering nearly 100 countries, found that 181 million children under five, 1 in 4, live in severe child food poverty, meaning they eat from no more than two of eight food groups. These children are up to 50 percent more likely to suffer from wasting. Four in five of them eat only breastmilk or other milk and starchy staples such as rice, maize or wheat; fewer than 10 percent eat fruits and vegetables, and fewer than 5 percent eat nutrient-rich foods such as eggs, fish, poultry or meat. Rising food prices make this worse, as covered in our report on [food inflation](#).

Children Under Five in Severe Child Food Poverty by Region (million)Children consuming two or fewer of eight food groups.

Data:



UNICEF, Child Food Poverty: Nutrition Deprivation in Early Childhood, June 2024.

Note:

other regions derived as the remainder of the 181 million total. Compiled by BusinessStats. Switch to the table for exact figures.

**South Asia and Africa bear the brunt:** 64 million children in South Asia and 59 million in sub-Saharan Africa live in severe child food poverty, two thirds of the global total.

Severe child food poverty is not only a problem of poor households: 46 percent of affected children live in poor households, but 54 percent, or 97 million, live in relatively wealthier households, a sign that food environments and knowledge matter as well as income. About 65 percent of these children live in just 20 countries. In Somalia, 63 percent of young children are in severe child food poverty, and in the Gaza Strip data collected between December 2023 and April 2024 showed 9 in 10 children affected.

Breastfeeding

## Breastfeeding

Breastfeeding is one of the most effective ways to protect child health, providing complete nutrition in the first six months and protection against infections. According to the Global Breastfeeding Scorecard 2025, nearly 50 percent of infants under six months worldwide are now exclusively breastfed, up 8 percentage points since 2020, and rates of continued breastfeeding at one and two years have risen by about 10 points over five years. The World Health Assembly target is 60 percent exclusive breastfeeding by 2030.

Policy gaps hold progress back. Only 17 percent of countries have legislation substantially aligned with the International Code of Marketing of Breast-milk Substitutes, only 10 percent meet International Labour Organization standards for maternity leave, and just 4 percent receive adequate donor funding for breastfeeding support per birth.

Obesity

## Childhood obesity: a new majority problem

While undernutrition persists, obesity is rising fast. In its Child Nutrition Report 2025, UNICEF found that among children and adolescents aged 5 to 19, obesity prevalence rose from 3 percent in 2000 to 9.4 percent in 2025, while underweight fell from 13 percent to 9.2 percent. For the first time, more young people are obese than underweight: about 188 million school-age children and adolescents live with

obesity. Obesity now exceeds underweight in every region except sub-Saharan Africa and South Asia.

Obesity vs Underweight Among Children Aged 5 to 19, 2000 vs 2025 (%)Global prevalence among school-age children and adolescents.

Data:

UNICEF, Child Nutrition Report 2025, September 2025. Compiled by BusinessStats.Switch to the table for exact figures.

**A historic crossover:** obesity among 5 to 19 year olds tripled from 3 percent in 2000 to 9.4 percent in 2025, overtaking underweight at 9.2 percent.

The highest rates are found in the Pacific islands, where obesity has doubled since 2000: 38 percent of children and adolescents in Niue, 37 percent in the Cook Islands and 33 percent in Nauru are obese. Among larger countries, rates are 27 percent in Chile and 21 percent in both the United States and the United Arab Emirates.

Obesity Among Children and Adolescents Aged 5 to 19, Selected Countries, 2025 (%)Share of children and adolescents with obesity.

Data:

UNICEF, Child Nutrition Report 2025. Compiled by BusinessStats.Switch to the table for exact figures.

**Pacific islands lead the world:** 38 percent of children and adolescents in Niue are obese, and more than 1 in 5 in Chile, the United States and the UAE.

Marketing of unhealthy food is a major driver. In a UNICEF poll of 64,000 young people in more than 170 countries, 75 percent recalled seeing advertisements for sugary drinks, snacks or fast food in the previous week, and 60 percent said the ads made them want to eat those products. Even in conflict-affected countries, 68 percent had seen such marketing. UNICEF warns that the global economic cost of overweight and obesity could exceed 4 trillion dollars a year by 2035.

United States

## Child obesity in the United States

In the United States, about 1 in 5 children and adolescents aged 2 to 19, or 14.7 million young people, have obesity, a prevalence of 19.7 percent in 2017 to March 2020, according to the Centers for Disease Control and Prevention (CDC). Rates rise with age, from 12.7 percent among 2 to 5 year olds to 20.7 percent at



ages 6 to 11 and 22.2 percent at 12 to 19. Hispanic children, at 26.2 percent, and non-Hispanic Black children, at 24.8 percent, have higher rates than non-Hispanic white children, at 16.6 percent, and non-Hispanic Asian children, at 9.0 percent. Adult risk factors are covered in our report on [health risk factors in the US](#).

US Childhood Obesity by Family Income, 2017 to March 2020 (%) Obesity prevalence among children and adolescents aged 2 to 19, by family income relative to the federal poverty level (FPL).

Data:

US Centers for Disease Control and Prevention, National Health and Nutrition Examination Survey.

Compiled by BusinessStats. Switch to the table for exact figures.

**Poverty and obesity go together:** 25.8 percent of US children in families at or below 130 percent of the poverty level have obesity, more than double the 11.5 percent in the highest-income group.

Childhood obesity in the US is closely linked to income: prevalence is 25.8 percent among children in families with incomes at or below 130 percent of the federal poverty level, 21.2 percent between 130 and 350 percent, and 11.5 percent above 350 percent. Among girls, non-Hispanic Black girls have the highest prevalence, at 30.8 percent, and among boys, Hispanic boys, at 29.3 percent. Annual medical costs of childhood obesity were estimated at 1.3 billion dollars in 2019 dollars, with children who have obesity incurring 116 dollars more in medical costs per year than children at a healthy weight. See our data on [births in the US](#) and [the US population by age](#) for demographic context.

Immunisation

## Childhood immunisation

Vaccines are among the most effective tools for child survival. According to WHO and UNICEF estimates published in July 2026, 90 percent of infants worldwide, about 116 million, received a first dose of diphtheria, tetanus and pertussis vaccine (DTP1) in 2025, and 85 percent, about 110 million, completed the three-dose series (DTP3). Coverage of the first dose of measles vaccine was 84 percent and of the second dose 77 percent, both well below the 95 percent needed to prevent outbreaks.

Global Childhood Immunisation Coverage by Vaccine, 2025 (%) Share of the target population vaccinated.

Data:

WHO and UNICEF Estimates of National Immunization Coverage (WUENIC), July 2026.

Note:

HPV is first dose among girls; yellow fever in at-risk countries was 53 percent. Compiled by BusinessStats.Switch to the table for exact figures.

**Big gaps for newer vaccines:** coverage reached 90 percent for the first DTP dose in 2025 but only 61 percent for rotavirus and 33 percent for HPV.

In 2025, 13.5 million children received no vaccines at all, so-called zero-dose children, down about 750,000 from 14.3 million in 2024. About 53 percent of them live in ten countries: Afghanistan, Angola, the Democratic Republic of the Congo, Ethiopia, India, Indonesia, Nigeria, Pakistan, the Philippines and Yemen, and more than half live in fragile or conflict-affected countries. A further 7.3 million infants started their vaccinations but did not complete them. Coverage of newer vaccines remains low: 71 percent for pneumococcal vaccine, 61 percent for rotavirus and 33 percent for the first dose of HPV vaccine among girls. The disruption caused by the pandemic, when coverage fell sharply, is covered in our report on [the COVID-19 pandemic](#).

Progress varies sharply between regions and countries. Since 2019, coverage has improved in the Americas and in South-East Asia, which is now the best-performing WHO region, while Africa, the Eastern Mediterranean and Europe remain below their pre-pandemic levels and the Western Pacific has declined. Individual countries show how quickly coverage can change with conflict, policy and trust in vaccines.

| COUNTRY                | CHANGE                    | VACCINE AND PERIOD                              |
|------------------------|---------------------------|-------------------------------------------------|
| Sudan                  | plus 35 percentage points | DTP1, 2024 to 2025                              |
| Syria                  | minus 6 points            | DTP1, 2024 to 2025                              |
| Syria                  | minus 12 points           | Measles first dose, 2024 to 2025                |
| South Africa           | minus 20 points           | DTP1, 2019 to 2025                              |
| Bosnia and Herzegovina | minus 23 points           | Measles first dose, after gains the year before |

Other Risks

## Other risks to child health

Beyond disease and diet, many children face other threats to their health and development. Child marriage, still common in parts of Africa and South Asia, is linked to early pregnancy and higher risks for both



mothers and babies, as shown in our data on [the countries with the highest child marriage rates](#). Mental health problems often begin in childhood and adolescence, a topic covered in our report on [mental health worldwide](#). Conflict, displacement and climate change also threaten child health by destroying health systems, disrupting food supplies and spreading disease.

#### Child Health Targets for 2030 and Where the World Stands

- **Under-five mortality:** target of 25 per 1,000 or lower in every country; global rate 37.4 in 2024, with 60 countries off track.
- **Newborn mortality:** target of 12 per 1,000 or lower; global rate 17.2 in 2024, with 66 countries off track.
- **Stunting:** global prevalence 23.2 percent in 2024; only about a quarter of countries on track.
- **Exclusive breastfeeding:** target of 60 percent; nearly 50 percent in the latest data.
- **Zero-dose children:** target to halve from the 2019 level; 13.5 million in 2025.

#### Outlook

### The outlook for child health

The world has made extraordinary progress on child health since 1990, with under-five deaths falling from 13.0 million to 4.9 million a year. But progress has slowed sharply since 2015, and cuts to international aid in 2025 and 2026 threaten programmes for vaccines, nutrition and malaria. Undernutrition still affects 150 million young children, while obesity is rising in almost every region, creating a double burden for many countries.

The most effective solutions are well known: vaccination, breastfeeding, better diets, clean water, skilled care at birth and treatment for malaria, pneumonia and diarrhoea. Scaling them up in sub-Saharan Africa and South Asia, where most child deaths occur, will decide whether the world meets its 2030 goals. Our data on [world population](#) shows where the next generation of children will be born.

#### Key Facts

### Child health and nutrition in numbers

37.4Under-five mortality ratePer 1,000 live births, 2024.42.8MWasted children under 52024.9.4%Obesity among 5 to 19 year olds2025, above underweight.85%DTP3 vaccine coverage2025. FAQ

## Frequently Asked Questions

4.9 million children died before their fifth birthday in 2024, including 2.3 million newborns, according to the UN Inter-agency Group for Child Mortality Estimation.

Sub-Saharan Africa accounted for 58 percent of under-five deaths in 2024 and Southern Asia for 25 percent. Niger, Nigeria and Somalia had the highest under-five mortality rates.

150.2 million children under five, or 23.2 percent, were stunted in 2024, according to the UNICEF, WHO and World Bank Joint Child Malnutrition Estimates.

42.8 million children under five, or 6.6 percent, were wasted in 2024, including 12.2 million who were severely wasted.

Yes. In 2025, 9.4 percent of children and adolescents aged 5 to 19 were obese and 9.2 percent underweight, the first time obesity has been more common, according to UNICEF.

It describes young children who eat from two or fewer of eight food groups. UNICEF estimates 181 million children under five, 1 in 4, live in severe child food poverty.

In 2025, 85 percent of infants worldwide completed three doses of DTP vaccine, but 13.5 million children received no vaccines at all.

Nearly 50 percent of infants under six months are exclusively breastfed, up 8 points since 2020. The 2030 target is 60 percent.

About 19.7 percent of US children and adolescents aged 2 to 19, or 14.7 million, have obesity, rising to 25.8 percent in the lowest-income families.

### Sources

[UN IGME \(UNICEF, WHO, World Bank, UN DESA\)](#) - Levels and Trends in Child Mortality, Report 2025.

[UNICEF](#) - child mortality press release, March 2026.

[UNICEF, WHO and World Bank](#) - Joint Child Malnutrition Estimates, 2025 edition.

[United Nations](#) - Sustainable Development Goals Report 2025, Goal 2.

[World Health Organization](#) - anaemia fact sheet.

[UNICEF](#) - Child Food Poverty report, June 2024.

[UNICEF and WHO](#) - Global Breastfeeding Scorecard 2025.



[UNICEF](#) - Child Nutrition Report 2025.

[US Centers for Disease Control and Prevention](#) - childhood obesity facts.

[WHO and UNICEF](#) - immunisation coverage estimates, July 2026.

[World Health Organization](#) - immunization coverage fact sheet.

Malnutrition and mortality figures are modelled estimates and are revised with each edition. Obesity figures for school-age children are UNICEF estimates. All data compiled by BusinessStats.



STATISTICS REPORT

# Generative AI use and awareness in online shopping 2023-2025

Updated Sep 23, 2026 · [businessstats.com/generative-ai-online-shopping](https://businessstats.com/generative-ai-online-shopping)

|                                         |                                      |                                            |
|-----------------------------------------|--------------------------------------|--------------------------------------------|
| <b>51%</b><br>USED GEN AI TO SHOP, 2025 | <b>+34%</b><br>GROWTH IN A YEAR      | <b>92%</b><br>HAVE ENCOUNTERED AI SHOPPING |
| <b>63%</b><br>WANT TO SHOP WITH GEN AI  | <b>58%</b><br>USE GEN AI OVER SEARCH | <b>80%</b><br>PLAN TO USE IN 2026          |

## Overview

### Generative AI goes mainstream in shopping

When ChatGPT launched at the end of 2022, almost no one used generative AI to shop. Three years later it has become a normal part of how people research and buy online. Across large consumer surveys, awareness of generative AI in shopping has become near-universal, and the share of people who actually use it has climbed every year. In 2025, roughly half of consumers said they had used generative AI for at least part of their online shopping, a level of adoption that took the smartphone far longer to reach.

The numbers vary from survey to survey because researchers ask the question in different ways and cover different countries, but the direction is the same everywhere: sharply up. This report draws on several of the largest studies, including the worldwide Statista Consumer Insights survey of about 12,000 people across twelve countries, along with tracking work from Adobe, Capgemini and Capital One Shopping. Read together, they show a clear story of rising awareness, rising use and rising trust between 2023 and 2025. These tools sit on top of the same wider wave covered in our report on [generative AI users worldwide](#), now applied directly to the checkout.

#### Awareness 2023-2025

## Awareness and openness since 2023

The first thing to change was attitude. Even before most people had used generative AI to buy anything, they became aware of it and open to the idea. The chart shows how two measures of that openness moved between 2023 and 2025.

Openness to Generative AI in Shopping, 2023 vs 2025 (percent of consumers) Share open to AI recommendations and using AI instead of search.

Data:

Share of consumers, percent, 2023 and 2025.

Note:

Capgemini Research Institute. Compiled by BusinessStats. Switch to the table for exact figures.

**A fast shift in mindset:** by 2025 most shoppers were open to AI recommendations, and a majority had swapped search engines for AI tools.

Two changes stand out. Openness to letting generative AI suggest products rose from 63 percent of consumers in 2023 to about three-quarters in 2025, meaning resistance to AI advice has faded quickly. More dramatic still, the share of people who use generative AI tools instead of a traditional search engine to find products more than doubled, from 25 percent in 2023 to 58 percent in 2025. That single shift is reshaping how shoppers begin their journey, moving the starting point away from a search box and toward a conversation with an assistant. Awareness now runs even higher than these figures suggest: around 92 percent of consumers say they have encountered AI in some form while shopping, so the open question is no longer whether people know about it, but how often they choose to use it.

Use Is Climbing

## From awareness to everyday use

Attitudes have now turned into habits. The clearest single measure is the share of consumers who say they have actually used generative AI for online shopping, and it is rising fast, as the chart shows.

Consumers Who Used Generative AI for Online Shopping (percent) Reported use rose 34 percent in a single year.

Data:

Share of consumers who used generative AI for online shopping, percent.

Note:

Adobe survey data, via industry reporting. Compiled by BusinessStats.Switch to the table for exact figures.

**Half of all shoppers:** reported use of generative AI for online shopping climbed from 38 percent in 2024 to 51 percent in 2025.

In 2024, about 38 percent of consumers said they had used generative AI for online shopping. A year later that had risen to 51 percent, an increase of roughly 34 percent in twelve months. To put that pace in context, generative AI is being adopted faster than the personal computer or the early internet were at the same stage after launch, a reflection of how quickly free tools such as ChatGPT reached a mass audience. The momentum has not stopped there: separate tracking found that shopping-related generative AI use grew by another 35 percent between February and November of 2025 alone, and around 80 percent of consumers say they plan to use these tools for shopping in 2026. On current trends, using AI to help shop is on its way to becoming the default rather than the exception.

How Shoppers Use It

## What shoppers actually do with generative AI

Awareness and use only matter if people are doing something useful with the technology. In practice, shoppers lean on generative AI across the whole journey, from first idea to final choice. The chart shows the most common ways consumers engage with it.

How Consumers Engage With Generative AI in Shopping, 2025 (percent)Share of consumers reporting each behavior.

Data:

Share of consumers, percent, 2025.

Note:

Capital One Shopping. Compiled by BusinessStats.Switch to the table for exact figures.

**From discovery to decision:** most shoppers have met AI while browsing, and a majority want it built into how they buy.



The most common uses cluster around finding and choosing products. Nearly everyone, about 92 percent, has encountered AI while shopping, whether as a recommendation, a chatbot or a search result. A clear majority, some 63 percent, actively want to shop with generative AI help, and 58 percent already use it in place of a traditional search engine to find what they need. Around 39 percent have used dedicated AI assistants for shopping tasks, and 36 percent have turned to general tools such as ChatGPT to research a purchase. Beyond these headline uses, shoppers rely on generative AI to compare options side by side, summarize reviews, hunt for discounts and codes, and narrow a long list down to a few strong candidates, tasks that used to mean opening many tabs and reading for hours.

Who Uses It Most

## The generation gap in AI shopping

Adoption is not spread evenly. Younger, higher-income shoppers are well ahead, and crucially they are also the most satisfied, which tends to predict where the wider market is heading. The chart shows how the share who say AI improves their shopping experience jumped in a single year.

Say AI Improves Their Shopping Experience, 2024 vs 2025 (percent)Among AI shoppers, by generation.

Data:

Share of AI shoppers who say AI improves their experience, percent.

Note:

Capital One Shopping. Compiled by BusinessStats.Switch to the table for exact figures.

**Young and convinced:** almost all Gen Z and millennial AI shoppers now say the technology makes shopping better.

Gen Z and millennials are the clear leaders. Around 53 percent of Gen Z and 48 percent of millennials say they have used AI to shop, with higher-income millennials, those earning above the median, adopting at even higher rates. What matters most for the future is satisfaction. Among Gen Z who use AI, the share saying it improves their shopping experience rose from 70 percent in 2024 to 90 percent in 2025, and among millennials it climbed from 79 percent to 95 percent. When the heaviest users are also the happiest, adoption tends to spread outward to older groups over time. Older shoppers remain more cautious, and some are uncomfortable with AI-driven personalization, but the generational pattern points to steadily rising use as younger cohorts make up more of the market.

## Trust and Concerns

### Trust is rising, but limits remain

For all the enthusiasm, shoppers have not handed everything over to AI. The pattern across surveys is one of growing comfort with advice and research, paired with continued caution about money. Reluctance to let AI handle purchases has fallen sharply: in one US survey the share of people unwilling to let AI handle transactions dropped from about 66 percent early in 2025 to around 32 percent later in the year, a striking swing in a matter of months.

Yet a firm limit remains around payments and personal data. Roughly 30 percent of consumers say they would never let AI handle their shopping or access their payment information, and satisfaction with the technology is not universal, having dipped in some 2024 surveys even as use rose. Shoppers also tell researchers they check AI results carefully, with many verifying recommendations before buying. The takeaway for retailers is that trust must be earned step by step: people are happy to let AI help them decide, but they still want to stay in control of the final click and their financial details.

## How Retailers Respond

### Retailers race to keep up

On the business side, the response has been rapid and near-universal. Retailers know that if shoppers begin their journeys inside an AI assistant, being visible and useful there is essential. The chart shows how far retailer adoption of AI has already gone.

Retailer Adoption of AI, 2025 (percent of retailers) Most are using AI; few have fully scaled it.

Data:

Share of retailers, percent, 2025.

Note:

Envive, citing industry research. Compiled by BusinessStats. Switch to the table for exact figures.

**Widely adopted, rarely mastered:** most retailers use AI, but only a small share have scaled it across the business.

Around 89 percent of retailers are now using or assessing AI, and roughly 80 percent have built it into day-to-day operations, from product recommendations to customer service and pricing. The gap is in maturity:



about 62 percent remain stuck in experimentation, and only around 7 percent say they have fully scaled AI across the business, which means early movers still hold an advantage. The payoff can be large. Amazon attributes about 35 percent of its revenue to AI-driven product recommendations, and its shopping assistant Rufus, alongside rivals such as Walmart Sparky and Alibaba Wenwen, has pushed conversational shopping into the mainstream. Retailers are also rewriting product data so their items surface well inside large language models, a new form of search optimization aimed at AI rather than at Google. The competitive backdrop, and who is winning it, is set out in our ranking of the [top online stores worldwide by net sales](#).

Outlook

## Where AI shopping goes next

Every indicator points the same way. With about 80 percent of consumers planning to use generative AI to shop in 2026, referral traffic from AI tools to retail sites growing explosively, and satisfaction rising among the heaviest users, the technology is set to move from a helpful add-on to a core part of the buying process. Analysts increasingly describe a shift toward zero-click shopping, where an assistant researches, compares and even completes a purchase on the shoppers behalf, collapsing several steps into one conversation.

The commercial stakes are growing to match. The generative AI in e-commerce market is forecast to expand from roughly \$1 billion in 2025 to nearly \$4 billion by 2035 as retailers invest in assistants, personalization and AI-ready product data. That is still small next to the trillions spent online each year, but it sits at the point where every purchase now begins. For a sense of that larger prize, see our overview of [e-commerce worldwide statistics and facts](#) and the wider [revenue of the e-commerce industry worldwide](#). The clear message from 2023 to 2025 is that consumer awareness and use of generative AI in shopping have crossed from early adoption into the mainstream, and the pace shows no sign of slowing.

Key Facts

## Gen AI shopping in numbers

A handful of figures capture how far and how fast consumer awareness and use of generative AI in online shopping moved between 2023 and 2025.

51%Used Gen AI to shop, 2025Up from 38 percent in 2024.58%Use Gen AI over searchWas 25 percent in 2023.92%Encountered AI shoppingAwareness is near-universal.80%Plan to use in 2026Momentum keeps



building.

Together they mark the moment generative AI became a standard shopping tool rather than a novelty.

FAQ

## Frequently Asked Questions

About 51 percent of consumers reported using generative AI for online shopping in 2025, up from 38 percent in 2024, a rise of roughly 34 percent in a single year. Surveys suggest around 80 percent plan to use it for shopping in 2026.

Awareness is now very high. Around 92 percent of consumers say they have encountered AI while shopping online, and most are familiar with tools such as ChatGPT and retailer assistants. Awareness has climbed steadily since 2023, when the technology was still new.

Shoppers use generative AI mainly to research products, compare options, get recommendations and find deals. About 58 percent now use Gen AI tools instead of traditional search engines to find products, up from 25 percent in 2023.

Younger shoppers lead. Around 53 percent of Gen Z and 48 percent of millennials say they have used AI to shop, with higher-income millennials the most active adopters. The vast majority of young users say AI improves their shopping experience.

Trust is rising but not complete. Reluctance to let AI handle purchases has fallen sharply, and most users say AI improves their experience, but around 30 percent still say they would never let AI handle payments or access their financial information.

Yes, sharply. The share of consumers replacing traditional search with Gen AI rose from 25 percent in 2023 to 58 percent in 2025, openness to AI recommendations rose from 63 percent to about 75 percent, and reported use for shopping climbed from 38 percent in 2024 to 51 percent in 2025.

ChatGPT is the most widely used, followed by tools such as Gemini, Copilot and Perplexity. Retailers have also built their own assistants, including Amazon Rufus, Walmart Sparky and Alibaba Wenwen, which shoppers use directly on store sites.

Most are moving fast. Around 89 percent of retailers are using or assessing AI and 80 percent have integrated it into operations, though only a small share have fully scaled it. Amazon attributes about 35 percent of its revenue to AI-driven product recommendations.



Growth is expected to continue quickly. Roughly 80 percent of consumers plan to use generative AI to shop in 2026, referral traffic from AI tools is surging, and the generative AI in e-commerce market is forecast to grow from about \$1 billion in 2025 to nearly \$4 billion by 2035.

#### Sources

[Statista Consumer Insights](#) - consumer awareness and use of generative AI in online shopping.

[Capgemini Research Institute](#) - openness to and use of Gen AI in shopping, 2023 to 2025.

[Capital One Shopping](#) - AI shopping adoption, engagement and demographics.

[Adobe](#) - use of generative AI for online shopping and AI referral traffic.

Figures are the share of consumers or retailers surveyed and are drawn from several studies with different samples, definitions and countries, so numbers vary between sources. Each chart names its source. Use figures reflect 2024 and 2025 surveys; awareness and behavior figures span 2023 to 2025; market forecast figures are estimates. All data compiled by BusinessStats.

## STATISTICS REPORT

# Dairy cow population in Germany, 1950 to 2026

 Updated Sep 21, 2026 · [businessstats.com/dairy-cow-population-germany](https://businessstats.com/dairy-cow-population-germany)

|                                     |                                   |                                   |
|-------------------------------------|-----------------------------------|-----------------------------------|
| <b>5.7M</b><br>COWS IN 1950         | <b>3.6M</b><br>COWS IN 2026       | <b>-16%</b><br>COWS, LAST DECADE  |
| <b>8,500kg</b><br>MILK PER COW 2023 | <b>47,200</b><br>DAIRY FARMS 2025 | <b>33.8Mt</b><br>MILK OUTPUT 2024 |

## Overview

## Dairy cow population in Germany from 1950 to 2026

Few farm statistics tell the story of modern agriculture as clearly as the number of dairy cows in Germany. In 1950 the young West German republic counted about 5.7 million dairy cows spread across roughly 1.5 million small farms, each animal giving less milk in a year than a good cow now gives in a few months. In 2026 the reunified country keeps about 3.6 million cows on fewer than 50,000 highly specialised farms. The animals are far fewer, but each one is a far more productive machine for turning feed into milk.

Germany remains the largest producer of cow milk in the European Union, and its dairy sector sits at the centre of the continent supply, as shown in our reports on the [milk market in Europe](#) and the wider [global dairy industry](#). Yet the shrinking herd is one of the most striking long-run trends in German farming, and it explains a great deal about how the industry has changed, from farm size and breeding to where in the country the cows now live.

One point on the data matters before we begin. The 1950 figure covers West Germany only, because the country was divided until 1990. From 1990 onward the numbers include the former East Germany, which briefly lifted the combined herd before the long decline resumed. The most recent counts come from the twice-yearly livestock census run by the Federal Statistical Office, taken in May and November each year.

## The Long Decline

## A herd that keeps shrinking

The direction of travel has been remarkably consistent. The chart below traces the German dairy cow population across the decades, from the post-war years to the latest census.

Dairy Cow Population in Germany, 1950-2026 (million head) From about 5.7 million to 3.6 million.

Data:

Dairy cow population in Germany, selected years, in million head.

Note:

Sources Destatis and milchtrends.de. The 1950 value covers West Germany; from 1990 figures include the former East Germany, which temporarily raised the herd before the decline continued. Compiled by BusinessStats. Switch to the table for the plotted figures.

**A long slide:** the herd first fell below 4 million in 2020 and reached about 3.6 million by the 2026 census.

West Germany counted about 5.7 million dairy cows in 1950. By 1999 the reunified country was down to roughly 4.8 million. The number held broadly steady for a while, even edging up between 2012 and 2014 as farmers expanded ahead of the end of the EU milk quota, reaching about 4.3 million. Then the decline sharpened. The herd slipped below 4 million for the first time in 2020, at about 3.97 million, and has since settled near 3.6 million, where it has roughly stabilised, with tiny year-on-year rises recorded in the 2025 and 2026 censuses. Over the past decade alone the herd has fallen by about 16 percent, a loss of some 688,000 cows.

It is worth pausing on that reunification effect. Because the 1950 figure is for West Germany only, it leaves out the millions of cattle then kept in the east. When the two Germanys joined in 1990, the combined herd jumped as the eastern animals were added, before the nationwide decline took over again. So the true long-run picture is not a single smooth line but a fall, a step up around 1990, and then a longer fall, all ending well below where West Germany started.

Fewer Cows, More Milk

## The productivity paradox

The most surprising part of the story is that Germany now produces more milk than it ever did with far more cows. The reason sits in a single number: how much milk one cow gives in a year. That figure has climbed relentlessly, as the chart shows.

Average Milk Yield per Cow in Germany (kg per year) Nearly four times higher than in 1950.

Data:

Average annual milk yield per dairy cow in Germany, selected years, in kg.

Note:

National average from total output divided by cows. Milk-recorded herds average higher, near 9,400 kg. Figures before 1990 refer to West Germany. Compiled by BusinessStats. Switch to the table for the plotted figures.

**Each cow works harder:** average yield rose from about 2,488 kg in 1950 to roughly 8,500 kg, near 30 litres a day.

In 1950 the average German dairy cow gave about 2,488 kg of milk a year. By 1970 that had reached 3,280 kg, by 1990 about 4,700 kg, and by 2000 roughly 6,100 kg. The climb continued to around 7,100 kg by 2010 and about 8,500 kg by 2023, close to 30 litres of milk a day. Milk-recorded herds, which are monitored more closely, average even higher, near 9,400 kg. The gain since 1950 is almost 400 percent, and it comes from decades of selective breeding, better feed and forage, animal health advances and modern herd management. With each cow doing the work of three or four of its post-war ancestors, the country simply needs far fewer animals.

Total Milk Output

## More milk from fewer cows

Put rising yields together with a falling herd and the result is the paradox at the heart of German dairy: total milk output has grown even as cow numbers fell. The chart tracks national production across the decades.

German Cow Milk Production, 1950-2024 (million tonnes) Rising even as the herd fell.

Data:

Cow milk production in Germany, selected years, in million tonnes.

Note:

Figures before 1990 refer to West Germany. Sources include Destatis and published dairy statistics. Compiled by BusinessStats. Switch to the table for the plotted figures.

**Up, not down:** output more than doubled since 1950 while the number of cows fell by more than a third.

German cow milk production rose from about 14.6 million tonnes in 1950 to 21.9 million by 1970, 23.7 million by 1990 and 28.3 million by 2000, reaching roughly 33.8 million tonnes in 2024, where it has broadly stabilised near 34 million. About half of all the milk and dairy products made in Germany are now exported, which makes the country central to European butter, cheese and milk-powder supply. In effect, the national dairy herd shrank by more than a third while the milk it produced more than doubled, a textbook case of an industry doing far more with far less.

Why the Herd Shrinks

## What is driving the decline

Several forces have pushed the German dairy herd down at the same time. The first and most fundamental is that productivity gain. When one cow can produce what several once did, national demand for milk can be met with a smaller herd, so numbers fall even in a healthy and profitable industry. This is the single biggest reason the long-run line points down.

Policy played a major role too. The EU milk quota, in place from 1984 to 2015, capped how much milk each country and farm could sell. With output limited but yields rising, farmers needed fewer cows to fill their quota, which held the herd in check for three decades. When the quota ended in 2015 some expected the herd to grow, but instead low farmgate milk prices, rising feed and energy costs and squeezed margins pushed many farmers to cut back or leave the business altogether. The energy price shock from 2022 hit a sector that was already under strain.

Structural change has done the rest. Small family dairies have closed in huge numbers, unable to justify the investment that modern milking, hygiene and welfare standards demand, while the surviving farms have grown larger. Labour shortages, including a lack of veterinarians and skilled farm workers, and mounting environmental pressure around greenhouse-gas emissions, nitrogen and animal welfare have added to the squeeze. The result is a herd that keeps drifting lower even as the remaining farms modernise and expand.

Farms and Herd Size

## Fewer, bigger dairy farms

If the fall in cow numbers is dramatic, the fall in the number of dairy farms is even steeper. Germany had roughly 1.5 million milk-producing farms in 1950 and about 762,660 as late as 1970. By 1999 that had dropped to around 152,500, by 2023 to about 51,700, and by 2025 only around 47,200 farms still kept dairy cows. Put another way, barely half of the dairy farms that existed in 2010 were still going in 2025, and more

than nine in ten of the 1999 total have closed.

The cows that remain live in far bigger groups. Average herd size has climbed steadily as small barns closed and larger operations absorbed the milk, reaching about 76 cows per farm in recent censuses, up from a handful per farm in the 1950s. The very largest operations, those with more than 500 cows, number only a few hundred, and about 70 percent of them sit in the five eastern states, a legacy of the large collective farms of the former East Germany. The smallest farms, those with fewer than 50 cows, are concentrated in the south: Bavaria and Baden-Wuerttemberg together hold roughly two thirds of them.

This concentration is the classic pattern of agricultural modernisation: fewer, larger, more capital-intensive units producing more output with less labour. It is the same shift visible across dairy and crop farming in most wealthy countries, but in Germany it has run alongside a sharp east-west contrast in farm structure that still shapes the industry today.

Where the Cows Are

## The regional map

German dairy cows are not spread evenly across the country. Two states dominate, as the chart below shows.

Dairy Cows by German Federal State (thousand head) Bavaria and Lower Saxony lead.

Data:

Dairy cows by federal state in thousand head, latest census.

Note:

Source Destatis via milchland.de. Baden-Wuerttemberg figure is from the 2024 count. Compiled by BusinessStats. Switch to the table for exact figures.

**Two heartlands:** Bavaria alone holds more than a quarter of German dairy cows, with Lower Saxony next at about a fifth.

Bavaria keeps by far the most dairy cows, about 1.03 million, more than a quarter of the national herd, thanks to its Alpine foothills, grassland and deep farming tradition. Lower Saxony is next with roughly 759,000, close to a fifth of the total, concentrated in the grassland belt along the North Sea. Together these two states hold nearly half of all German dairy cows. North Rhine-Westphalia follows at about 367,000, then Schleswig-Holstein at around 324,000 and Baden-Wuerttemberg near 304,000. The same two

leaders dominate milk output, with Bavaria producing about 25 percent of German milk and Lower Saxony about 22 percent, and roughly 81 percent of all milk coming from the western states.

The regional map also reveals a sharp contrast in farm structure. Herds are smallest in the south, where Bavarian dairy farms average only around 45 to 48 cows because of the hilly terrain and many small holdings, and largest in the east, where the average herd runs to nearly 200 cows on farms that trace their scale back to the collective era. This concentration matters for the wider food chain, because milk from these herds feeds a huge processing sector that makes Germany the biggest cheese producer and exporter in Europe, a link explored in our report on the [global cheese market](#).

Breeds and Yields

## Breeds behind the numbers

The rise in yield is partly a story of breeding. The German Holstein, the black-and-white cow most people picture, is the leading dairy breed at about 31 percent of the herd, and it is prized for very high milk output. It dominates the high-yield regions, while the dual-purpose Simmental, or Fleckvieh, is common in the south, in Bavaria and Baden-Wuerttemberg, where it is kept for both milk and beef. Brown breeds and others fill out the rest, but the long-term trend has been toward specialised, high-yielding dairy genetics.

Yields vary widely by region. The eastern states record the highest averages, with milk-recorded herds in Thuringia, Saxony-Anhalt, Mecklenburg-Vorpommern and Saxony all above 9,500 kg per cow a year, reflecting their large, intensively managed herds. Bavaria and Baden-Wuerttemberg sit lower, nearer 7,200 to 7,700 kg, because of their breed mix and smaller grassland-based farms. Nationally, average yields have kept rising by roughly 100 kg per cow every year over the past decade, and a modern German dairy cow now gives about 30 litres of milk a day at peak, with milk that is around 4.1 percent fat and 3.4 percent protein.

Germany in the EU

## Germany in the European context

For all the decline at home, Germany remains the dairy giant of the European Union. It has the largest dairy herd of any member state and is the single biggest producer of cow milk in the bloc, ahead of France, the Netherlands and Poland. The German herd of about 3.6 million cows is close to a fifth of the roughly 19 million dairy cows kept across the EU, which itself has been shrinking as herds fall in almost every member country.



That wider European decline mirrors the German one, and for the same reasons: rising yields, tighter margins, environmental rules and the end of the milk quota. It means the trend traced in this report is not a peculiarly German story but the leading edge of a continent-wide shift, in which fewer and more productive cows supply a milk market that still underpins Europe cheese, butter and export industries. Germany, as the largest player, sets much of the pace.

## Outlook

## What comes next

The likeliest path is a continued slow decline, with the herd hovering around or a little below current levels rather than collapsing. The tiny increases recorded in the most recent censuses suggest the sharpest phase of contraction may be easing, but the long-run pressures have not gone away. Costs remain high, environmental rules are tightening, and the generational question of who takes over ageing family farms is unresolved, especially among the small southern holdings.

At the same time, yields are likely to keep creeping up, so Germany can probably hold milk output broadly steady even with a smaller herd. The bigger uncertainties are political and environmental: how climate policy treats livestock emissions, how consumer demand for dairy evolves against plant-based alternatives, and how volatile milk prices behave. Whatever happens, the dairy cow will remain central to German farming, just as it has been since long before 1950, even if there are fewer of them with each passing census.

## Key Facts

## German dairy cows in numbers

A few figures capture the whole trend. Cow numbers are down about a third since 1950, milk per cow is up almost fourfold, dairy farms have all but vanished in their old form, and total output has still risen. It is a story of concentration and productivity rather than simple decline.

5.7M to 3.6M Dairy cows, 1950 to 2026  
1950 covers West Germany. 2,488 to 8,500 kg Milk per cow a year  
Almost a fourfold rise. 1.03M Dairy cows in Bavaria  
Most of any state. 762,660 to 47,200 Dairy farms, 1970 to 2025  
Average herd near 76 cows.

These numbers explain why Germany can lead European dairy with a shrinking herd. The story is not decline for its own sake but a decades-long shift toward higher productivity, larger farms and fewer but

harder-working cows.

FAQ

## Frequently Asked Questions

Germany had about 3.6 million dairy cows as of the 2026 census, according to the Federal Statistical Office. That is down from around 3.97 million in 2020 and 4.8 million in 1999.

West Germany had about 5.7 million dairy cows in 1950, each producing an average of only around 2,488 kg of milk a year. Today about 3.6 million cows each produce close to 8,500 kg.

Yes. The German dairy herd has fallen by about 16 percent over the past decade, a drop of roughly 688,000 cows, and the number first fell below 4 million in 2020. The decline has been long and steady.

Milk yield per cow has risen almost fourfold since 1950, so fewer cows are needed for the same milk. Structural change, the EU milk quota that ran from 1984 to 2015, high costs, labour shortages and environmental pressure have all cut cow and farm numbers.

No. German milk output has kept rising even as cow numbers fell, from about 14.6 million tonnes in 1950 to roughly 33.8 million tonnes in 2024, because each cow now yields far more milk. Germany is the largest cow milk producer in the EU.

Bavaria has by far the most, with about 1.03 million dairy cows, followed by Lower Saxony with roughly 759,000. Together these two states hold close to half of all German dairy cows.

The national average is around 8,500 kg of milk per cow a year, or about 30 litres a day. Milk-recorded herds average higher, near 9,400 kg, and eastern states such as Thuringia and Saxony-Anhalt top 9,500 kg.

The German Holstein is the leading dairy breed at about 31 percent of cows, prized for high yields. Dual-purpose Simmental, known as Fleckvieh, is common in the south, in Bavaria and Baden-Wuerttemberg.

About 47,200 farms still kept dairy cows in 2025, down from roughly 762,660 in 1970 and around 1.5 million milk-producing farms in 1950. Average herd size has risen to about 76 cows per farm.

Figures for 1950 cover West Germany only. From 1990 the data include the former East Germany, which briefly lifted the combined herd before the long-run decline resumed.

Sources



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[Statista](#) - Dairy cow population Germany 1950-2026 - long-run population series (Destatis code 41311).

[Milchland.de](#) - November census, dairy cows by state - state-level herd figures and national totals.

[Nutztierhaltung.de](#) - Dairy cattle in Germany - herd, farms, breeds, yields and regional structure.

[Trading Economics / Eurostat](#) - Number of dairy cows, Germany - recent annual figures.

The 1950 figure covers West Germany; from 1990 the data include the former East Germany. Recent counts use the May and November livestock censuses. Milk and yield figures before 1990 refer to West Germany, and several years are selected snapshots rather than every year. Milk-recorded herd yields run higher than the national statistical average. This is data journalism, not investment advice.

## STATISTICS REPORT

# Jewelry market worldwide – statistics & facts

Updated Aug 9, 2026 · [businessstats.com/jewelry-market-worldwide](https://businessstats.com/jewelry-market-worldwide)

|                              |                     |                            |
|------------------------------|---------------------|----------------------------|
| <b>\$400B</b><br>MARKET SIZE | <b>45%</b><br>GOLD  | <b>40%</b><br>ASIA-PACIFIC |
| <b>34%</b><br>RINGS          | <b>75%</b><br>WOMEN | <b>\$580B</b><br>BY 2033   |

## Overview

### The global jewelry market in 2026, by size, segment and region

The global jewelry market is worth about 400 billion dollars in 2026 and is forecast to reach nearly 580 billion by 2033. Gold is the dominant material, Asia-Pacific the largest region, and women drive about three quarters of demand.

Jewelry is one of the oldest and most enduring of consumer markets, and in 2026 it remains a large, resilient and fast-changing industry spanning gold, diamonds and gemstones across every region of the world.

On the latest estimates, the market is worth roughly 400 billion dollars in 2026, with gold making up about 45 percent of value, Asia-Pacific about 40 percent of sales, rings about 34 percent of products, and women driving about three quarters of demand.

From the gold bazaars of Asia to the luxury boutiques of Europe and the online-first brands of America, jewelry remains one of the most culturally significant and commercially resilient of all consumer markets.

This overview brings together the market size, the split by region, material and product, the leading companies, and the trends reshaping how jewelry is made, sold and bought around the world in 2026.

Growth is being driven by rising incomes in Asia, the rise of self-purchasing women, and new trends such as lab-grown diamonds and personalization. Gold plays the central role, as both adornment and a store of value.

Global Jewelry Market Size, 2020-2033 (USD bn)A steady climb.

Data:

Global jewelry market size, segments and leading companies, 2026, drawn from Grand View Research, Fortune Business Insights and industry sources.

Note:

Market size estimates vary between research firms. Figures compiled by BusinessStats. Switch views with the toolbar.

**A steady climb:** the global jewelry market has grown from about 230 billion dollars in 2020 to roughly 400 billion in 2026, and is forecast to near 580 billion by 2033.

The market is fragmented, but a handful of luxury conglomerates control much of the branded segment, from Cartier owner Richemont to Tiffany owner LVMH, the luxury conglomerates that lead the branded market.

A note on the data. The figures show the global jewelry market in 2026 by size, segment and region, drawn from Grand View Research, Fortune Business Insights and other industry sources. Market size estimates vary between research firms, so figures are approximate.

Estimates of the total market size differ because research firms define jewelry differently, some including watches or loose stones and others counting only finished pieces, so the figures here are indicative rather than exact.

Jewelry here means finished pieces of personal adornment made from precious metals and stones, including gold, diamond, platinum and gemstone jewelry, sold through both retail stores and online channels.

At a Glance

## The Global Jewelry Market at a Glance

Global Jewelry Market at a Glance, 2026Key segments

| METRIC           | VALUE                      |
|------------------|----------------------------|
| Market size 2026 | About 400 billion dollars  |
| Forecast 2033    | Nearly 580 billion dollars |
| Leading material | Gold, about 45 percent     |

|                         |                                  |
|-------------------------|----------------------------------|
| Leading product         | Rings, about 34 percent          |
| Leading region          | Asia-Pacific, about 40 percent   |
| Main channel            | Offline retail, about 80 percent |
| Lab-grown diamond share | About 9 percent of diamonds      |
| Female demand           | About 75 percent                 |

The table sets out the main segments of the global jewelry market in 2026. It shows gold as the dominant material, rings as the leading product, Asia-Pacific as the largest region, and offline retail as the main sales channel.

Reading across the segments shows a market defined by gold, rings, Asia-Pacific and offline retail, with lab-grown diamonds and online sales the fastest-growing challengers to the established order.

## Market Size

## How Big Is the Jewelry Market?

The global jewelry market is worth about 400 billion dollars in 2026, up from around 230 billion in 2020, and is forecast to reach nearly 580 billion dollars by 2033, growing at about 5 percent a year over the period.

The steady expansion of the market over the decade reflects the enduring appeal of jewelry across cultures and the growing spending power of consumers in Asia, even as precious metal prices have reached record highs.

The market has grown from about 230 billion dollars in 2020 to roughly 400 billion in 2026, and is forecast to reach nearly 580 billion by 2033, a compound growth rate of around 5 percent a year.

The doubling of the market since 2020, even through a period of economic uncertainty and record metal prices, is a measure of how deeply demand for jewelry is embedded across cultures and income levels.

Analysts expect this steady growth to continue, carrying the market past half a trillion dollars before the end of the decade, supported by rising incomes and the enduring cultural pull of jewelry.

The steady growth reflects rising disposable incomes, especially in Asia, and the enduring appeal of jewelry as both adornment and a store of value, the metal that dominates the market.

Jewelry Market Value and Growth to 2033Value bars, growth line.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition. Switch views with the toolbar.

**Value bars, growth line:** the jewelry market is forecast to grow from about 400 billion dollars in 2026 to nearly 580 billion by 2033, at about 5 percent a year.

Growth has been resilient despite record precious metal prices, which have lifted the value of gold jewelry even as volumes have been squeezed, keeping the overall market on a steady upward path through the middle of the decade.

Record gold and platinum prices through the middle of the decade have supported the value of the market even where the number of pieces sold has fallen, a reminder of how closely jewelry tracks the metals it is made from.

By Region

## Which Region Leads the Jewelry Market?

Asia-Pacific is by far the largest jewelry market, accounting for about 40 percent of global sales in 2026, driven by China and India, where gold jewelry has deep cultural and investment roles. North America and Europe follow.

The concentration of demand in Asia is one of the defining features of the global jewelry market, setting it apart from many other luxury categories where Western markets still lead.

Asia-Pacific accounts for about 40 percent of the global jewelry market in 2026, ahead of North America on about 28 percent and Europe on about 22 percent, with the Middle East and Africa making up the rest.

The weight of Asia in the jewelry market, far greater than in most Western luxury categories, is one of the clearest signs of how differently jewelry is bought and valued across the world.

The gap between an Asia that leads in gold and volume and a West that leads in branded luxury and diamonds is likely to persist, shaping the strategies of the largest players in the industry.

The dominance of Asia reflects the cultural importance of gold jewelry in China and India, where it features in weddings and festivals and serves as a store of wealth, a link our [largest economies](#) coverage frames through the size of those economies.

Jewelry Market by Region, 2026 (%)Asia-Pacific leads.

Data:

Global jewelry market size, segments and leading companies, 2026, drawn from Grand View Research, Fortune Business Insights and industry sources.

Note:

Market size estimates vary between research firms. Figures compiled by BusinessStats.Switch views with the toolbar.

**Asia-Pacific leads:** Asia-Pacific accounts for about 40 percent of the global jewelry market in 2026, ahead of North America on 28 percent and Europe on 22 percent.

North America accounts for about 28 percent of the market and Europe about 22 percent, with the Middle East and Africa making up the rest. Europe is home to the leading luxury jewelry houses, even as Asia leads in volume.

The split between an Asia that leads in volume and a Europe that leads in luxury value is one of the enduring structural features of the global jewelry market.

By Country

## Which Countries Buy the Most Jewelry?

By country, China and India are the two largest jewelry markets, together accounting for much of global demand, followed by the United States. China alone is worth over 100 billion dollars, driven by gold jewelry.

The scale of the Chinese and Indian markets, rooted in the cultural and financial importance of gold, makes Asia the undisputed centre of global jewelry demand by volume and value alike.

The scale of the Chinese and Indian markets reflects both their large populations and the central role of gold jewelry in their cultures, from Indian weddings to Chinese New Year, the festivals that drive gold demand.

Largest Jewelry Markets by Country, 2026 (USD bn)China and India lead.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition. Switch views with the toolbar.

**China and India lead:** China and India are the two largest jewelry markets, driven by gold, followed by the United States, the most valuable market for diamonds.

The United States is the third-largest market and the most valuable for diamonds and branded luxury jewelry, while Japan and Italy round out the leading national markets, the latter a centre of fine jewelry craftsmanship.

By Material

## Which Material Dominates?

Gold is by far the dominant material in the jewelry market, accounting for about 45 percent of value in 2026, followed by diamonds on about 30 percent. Platinum and coloured gemstones make up the rest.

The dominance of gold is the single most important fact about the jewelry market, shaping its geography, its buyers and its close link to the price of the metal itself.

Gold makes up about 45 percent of jewelry value in 2026, ahead of diamonds on about 30 percent, with platinum and coloured gemstones accounting for the remaining quarter of the market.

The link between the jewelry market and the gold price is one of its defining features, tying the fortunes of the industry to a metal that serves as both adornment and investment across much of Asia.

Whether gold retains its dominant share will depend on the metal price and on how far lab-grown diamonds expand the diamond segment, the two forces most likely to reshape the material mix.

The dominance of gold reflects its role as both adornment and investment, especially in Asia, where gold jewelry is bought as a store of wealth, a role our [gold as an investment](#) coverage explores in depth.

Jewelry Market by Material, 2026 (% of value) Gold dominates.

Data:



Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition. Switch views with the toolbar.

**Gold dominates:** gold makes up about 45 percent of jewelry value in 2026, ahead of diamonds on about 30 percent, with platinum and gemstones the rest.

Diamonds, the second-largest material, are facing disruption from lab-grown stones, while platinum and coloured gemstones such as emeralds, rubies and sapphires occupy smaller but high-value niches within the market. The pressure on mined diamonds from lab-grown stones is the most important shift within the material mix, gradually reshaping the second-largest segment of the market after gold.

By Product

## What Is the Most Popular Jewelry?

Rings are the leading jewelry product, accounting for about 34 percent of the market in 2026, driven by the evergreen wedding and engagement market. Necklaces, earrings and bracelets follow. The leading place of rings, anchored by the bridal market, is one of the most stable features of the jewelry industry, largely unchanged even as fashion trends have reshaped other categories.

Rings account for about 34 percent of the jewelry market in 2026, ahead of necklaces on about 25 percent, earrings on about 22 percent and bracelets on about 19 percent.

The dominance of rings reflects the enduring bridal market, where engagement and wedding rings anchor demand, while necklaces have grown on the back of the layering trend and earrings and bracelets round out the market.

Jewelry Market by Product, 2026 (% of value) Rings lead.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition. Switch views with the toolbar.



**Rings lead:** rings account for about 34 percent of the market, driven by the wedding and engagement market, ahead of necklaces, earrings and bracelets.

Beyond the four main categories, watches, brooches and other pieces make up a smaller share, while statement necklaces and stackable rings have driven fashion-led growth in recent years, especially among younger buyers.

Online vs Offline

## How Much Jewelry Is Bought Online?

Offline retail still dominates jewelry sales, accounting for about 80 percent of the market in 2026, as buyers prefer to see and try high-value pieces in person. Online sales are growing fast but remain a minority.

The persistence of the store, even as online retail grows quickly, reflects the high value and personal nature of jewelry, which many buyers still prefer to see and try in person before purchase.

Offline retail accounts for about 80 percent of jewelry sales in 2026, with online making up the remaining fifth, or roughly 86 billion dollars, though online is growing at double-digit rates.

The persistence of offline retail reflects the high value and personal nature of jewelry, though online sales are growing at double digits, reaching about 86 billion dollars in 2026, as digital channels take share.

Jewelry Sales by Channel, 2026 (%)Offline still leads.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition. Switch views with the toolbar.

**Offline still leads:** offline retail accounts for about 80 percent of jewelry sales in 2026, with online making up the remaining fifth, or about 86 billion dollars.

Online now accounts for about a fifth of jewelry sales, with mobile handling most online transactions and direct-to-consumer brands such as Mejuri and Pandora capturing a growing share of the digital market.

Leading Companies

## Who Are the Biggest Jewelry Companies?

The jewelry market is fragmented, but a few conglomerates control much of the branded segment.

Richemont, owner of Cartier and Van Cleef and Arpels, holds about a fifth of the branded jewelry market, the largest single share.

The structure of the industry, fragmented at the bottom but concentrated at the top among a few luxury conglomerates, is one of its most distinctive features.

Richemont holds about 20 percent of the branded jewelry market through Cartier and Van Cleef and Arpels, making it the largest single player in a market where the top few firms together control much of the branded segment.

The coexistence of a fragmented mass market and a highly concentrated luxury segment is one of the most distinctive features of the jewelry industry, unlike almost any other consumer category. Below the global leaders sit thousands of regional and independent jewelers, giving the market a long tail of smaller players even as the largest brands capture most of the value.

Richemont is followed by LVMH, owner of Tiffany and Bulgari, and by Asian giants such as Chow Tai Fook, whose scale our [biggest companies by value](#) and [global stock markets](#) coverage frames through their listed value.

Leading Jewelry Companies by Branded Share (%)Richemont leads.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition.Switch views with the toolbar.

**Richemont leads:** Richemont, owner of Cartier, holds about a fifth of the branded jewelry market, ahead of LVMH, owner of Tiffany, and Chow Tai Fook.

Other major players include Signet Jewelers, the largest US retailer, Pandora, the Danish charm specialist, and Titan, whose Tanishq brand leads the Indian market, together forming the core of the branded jewelry industry.

The contrast between the European luxury houses that lead in value and the Asian retailers that lead in volume captures the two very different business models at the top of the industry.

Lab-Grown Diamonds

## How Big Is the Lab-Grown Diamond Market?

Lab-grown diamonds are the biggest disruption to the jewelry market. A one-carat lab-grown diamond cost about 855 dollars in 2025, against several thousand for a comparable mined stone, and they now hold about 9 percent of the diamond market.

The rise of lab-grown diamonds is the single biggest disruption the jewelry market has faced in decades, reshaping the economics of the diamond segment and challenging long-established miners. A one-carat lab-grown diamond cost about 855 dollars in 2025, a fraction of the price of a comparable mined stone, and lab-grown diamonds now hold about 9 percent of the diamond market.

The speed at which lab-grown diamonds have fallen in price and gained share is without precedent in the jewelry market, and it is forcing a fundamental rethink across the diamond industry.

The long-term impact of lab-grown diamonds on the value of mined stones is one of the biggest open questions in the industry, with implications for miners, retailers and consumers alike.

The rise of lab-grown diamonds is driven by price and ethics, with about 72 percent of Gen Z buyers in one survey preferring them to mined stones, a shift reshaping the diamond segment and pressuring traditional miners such as De Beers.

Natural vs Lab-Grown Diamonds Price and share compared.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition. Switch views with the toolbar.

**Price and share compared:** lab-grown diamonds cost a fraction of mined stones and now hold about 9 percent of the market. Position shows price against market share.

As lab-grown prices have fallen, they have opened diamond jewelry to new buyers while pressuring the value of mined stones, one of the most significant structural changes the jewelry market has seen in decades.

The fall in lab-grown diamond prices, to a fraction of the cost of mined stones, has been one of the fastest and most disruptive price shifts in the history of the jewelry market.

Consumer Trends

## What Are the Main Jewelry Trends?

Several trends are reshaping the jewelry market. Personalization, ethical sourcing, lab-grown diamonds and online retail are all growing fast, especially among younger buyers, who increasingly buy jewelry for themselves rather than as gifts.

The trends reshaping the market, from lab-grown stones to personalization and online retail, are being driven above all by younger consumers, who are changing both what jewelry is bought and how.

About 63 percent of buyers prefer brands offering personalization and about 62 percent prefer ethically sourced gold, while roughly 72 percent of Gen Z buyers prefer lab-grown diamonds, the clearest signs of how younger consumers are reshaping the market.

The generational shift in how jewelry is bought, toward personalization, ethical sourcing and online channels, is the clearest sign of how the market is likely to evolve over the coming decade.

About 63 percent of buyers now prefer brands offering personalization, and about 62 percent prefer ethically sourced, certified gold, while women increasingly self-purchase, a shift our [wealthiest women](#) coverage complements.

Jewelry Consumer Trends, 2026 (% of buyers) Younger buyers lead change.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition. Switch views with the toolbar.

**Younger buyers lead change:** most Gen Z buyers prefer lab-grown diamonds, and about six in ten buyers prefer personalization and ethically sourced gold.

Personalization is growing at about 8 percent a year and online at double digits, while omnichannel retail is becoming the industry standard, blending in-store and digital experiences as jewelers adapt to younger, digital-first consumers.

The move to omnichannel retail, blending store and online experiences, is perhaps the most consequential long-term shift, as jewelers adapt to consumers who research online and increasingly buy there too.

US Market

## How Is the US Jewelry Market Doing?

The United States is the third-largest jewelry market and a leader in e-commerce. US jewelry online sales are forecast to reach about 9 billion dollars in 2026, up nearly 60 percent from 2022, as digital channels take share from stores.

The United States, though smaller than Asia by volume, is the most valuable market for branded and diamond jewelry and a leader in the shift to online retail. The American market, though smaller by volume than Asia, sets many of the trends that shape the global industry, from direct-to-consumer brands to the rapid growth of online jewelry retail.

The direction of the American market, with its fast-growing online channel and direct-to-consumer brands, offers an early view of where the global jewelry industry may be heading.

The growth of US jewelry e-commerce reflects the rise of direct-to-consumer brands and the shift to online buying, a digital shift our [technology and online retail](#) coverage frames through the platforms behind it.

US Jewelry E-commerce Sales, 2022-2026 (USD bn)Fast online growth.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition.Switch views with the toolbar.

**Fast online growth:** US jewelry e-commerce sales are forecast to reach about 9 billion dollars in 2026, up nearly 60 percent from 2022.

Direct-to-consumer brands now capture about a third of US online jewelry sales, up from under a fifth four years ago, as brands such as Mejuri and Brilliant Earth build large digital followings among younger buyers.

Key Facts

## The Jewelry Market in Numbers

A few figures capture the picture. The global jewelry market is worth about 400 billion dollars in 2026, gold makes up about 45 percent of value, Asia-Pacific about 40 percent of sales, and women drive about three quarters of demand.

These figures together sketch a market that is large and growing, dominated by gold and Asia, led in luxury by a few European houses, and increasingly shaped by younger, digital-first buyers.

These figures matter because they show where jewelry demand is concentrated and how it is changing, a picture that spans materials, regions and buyers.

Fine vs Fashion vs Lab-Grown (index, 0-100)How the segments compare.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition.Switch views with the toolbar.

**How the segments compare:** fine jewelry leads on value, fashion jewelry on volume, and lab-grown on growth and value, on an indexed scale.

\$400BMarket size2026. 45%GoldOf value. 40%Asia-PacificOf sales. 75%WomenOf demand.

Together they describe a large, growing and fragmented market, dominated by gold and Asia, led in luxury by a few European houses, and being reshaped by lab-grown diamonds and online retail.

For now, gold and Asia dominate the jewelry market, a handful of European houses lead in luxury, and lab-grown diamonds and online retail are the forces most reshaping the industry as it grows toward 580 billion dollars.



Big Picture

## The Jewelry Market: The Big Picture

Taken together, the global jewelry market in 2026 is large, resilient and changing fast, dominated by gold and Asia-Pacific and reshaped by lab-grown diamonds, personalization and online retail.

Jewelry Growth by Segment, CAGR (%)Where growth is fastest.

Data:

Jewelry market data compiled by BusinessStats from Grand View Research, Fortune Business Insights, McKinsey and company reports.

Note:

Segment shares are approximate and vary by source and definition.Switch views with the toolbar.

**Where growth is fastest:** lab-grown diamonds and online retail are growing far faster than the overall jewelry market, reshaping the industry from within.

Whether the traditional diamond and offline models hold up against lab-grown stones and digital retail will shape the market for years, but in 2026 jewelry remains a nearly 400 billion dollar industry on a steady upward path.

FAQ

## Frequently Asked Questions: Jewelry Market

About 400 billion dollars, up from around 230 billion in 2020, and forecast to reach nearly 580 billion by 2033, growing at about 5 percent a year.

Asia-Pacific, with about 40 percent of global sales in 2026, driven by China and India, where gold jewelry has deep cultural and investment roles.

Gold, which accounts for about 45 percent of jewelry value in 2026, followed by diamonds on about 30 percent, with platinum and gemstones the rest.

Rings, which account for about 34 percent of the market, driven by the engagement and wedding market, followed by necklaces, earrings and bracelets.

Richemont, owner of Cartier, holds about a fifth of the branded market, followed by LVMH, owner of Tiffany, and Asian giants such as Chow Tai Fook.

About 20 percent in 2026, or roughly 86 billion dollars, growing at double-digit rates, though offline retail still accounts for about 80 percent of sales.

Women drive about three quarters of jewelry demand, and increasingly buy for themselves rather than waiting for gifts, especially younger buyers.

Lab-grown diamonds hold about 9 percent of the diamond market in 2026, at about 855 dollars a carat, and are preferred by about 72 percent of Gen Z buyers.

Lab-grown diamonds, personalization, ethical sourcing and online retail, all growing fast, especially among younger, digital-first consumers.

From Grand View Research, Fortune Business Insights, McKinsey and company reports, compiled by BusinessStats. Market size estimates vary between firms.

#### Sources

Grand View Research and Fortune Business Insights - Source for global jewelry market size, segments and forecasts.

McKinsey, company reports and industry surveys - Source for consumer trends, company shares and lab-grown diamond data, compiled by BusinessStats.

Grand View Research - Publishes detailed analysis of the global jewelry market.

Figures show the global jewelry market in 2026 by size, segment and region, drawn from Grand View Research, Fortune Business Insights, McKinsey and company reports. The market is worth about 400 billion dollars, with gold making up about 45 percent of value and Asia-Pacific about 40 percent of sales. Market size estimates vary between research firms, so figures are approximate. This is data journalism, not investment advice.

## STATISTICS REPORT

# Luxury Watch Industry — Statistics & Facts 2026

 Updated Apr 7, 2026 · [businessstats.com/luxury-watch-industry](https://businessstats.com/luxury-watch-industry)

|                                        |                                        |                                        |
|----------------------------------------|----------------------------------------|----------------------------------------|
| <b>CHF 24.4B</b><br>SWISS EXPORTS 2025 | <b>32.9%</b><br>ROLEX SWISS SHARE — #1 | <b>CHF 11B</b><br>ROLEX REVENUE EST.   |
| <b>49.1%</b><br>TOP 4 PRIVATE BRANDS   | <b>\$35B</b><br>PRE-OWNED MARKET 2026E | <b>37%</b><br>CHF 50K+ OF EXPORT VALUE |

## Market Overview

### CHF 24.4 Billion Swiss Export Industry — The Most Profitable Luxury Sector Per Unit

The global luxury watch industry is one of the most concentrated, profitable, and structurally unique markets in the world. Swiss watch exports totalled **CHF 24.4 billion in 2025** — a slight decline of -1.7% from 2024 reflecting a normalisation after the extraordinary post-pandemic luxury boom of 2021–2023 — and represent the primary benchmark for the global luxury watch market. The global luxury watch market including all distribution channels is estimated at approximately **\$47–63 billion depending on the scope of definition** used by different research firms. The Swiss watch industry is remarkable for its extraordinary profit concentration: the top 25 Swiss brands account for approximately **90% of all Swiss watch export value**, while the top 6 brands with revenue exceeding CHF 1 billion each — Rolex, Cartier, Audemars Piguet, Patek Philippe, Omega, and Richard Mille — generate the vast majority of the industry’s economic value. The luxury goods investment dynamics connect to the broader patterns tracked in our [global financial markets analysis](#).

The defining structural characteristic of the 2020–2026 luxury watch market is the **ultra-premiumisation of demand**. Watches priced above CHF 50,000 represent only **1.4% of units produced** but account for **37% of Swiss watch export value** and an extraordinary **89% of all industry growth** over the recent period. This concentration reflects a fundamental shift: the luxury watch market is increasingly driven by ultra-high-net-worth individuals purchasing timepieces as investment assets, wearable art, and status symbols — rather

than by aspirational middle-class buyers purchasing entry-level luxury watches. The watch market's investment credentials have been validated by data showing that quality Swiss watches outperformed the S&P 500 between August 2018 and January 2023. A full **54% of Gen Z and Millennials** expressed interest in buying a luxury watch in the next 12 months, indicating strong demand pipeline across generations. The luxury market's relationship to financial markets is tracked in our [stock market analysis](#).

Luxury watch industry statistics 2026: Swiss exports CHF 24.4B (2025, -1.7% YoY). Rolex #1 with CHF 11B revenue and 32.9% Swiss market share (34.4% including Tudor). Cartier #2 (CHF 3.5B, 695K units). Audemars Piguet #3 (CHF 2.6B, 53K units, ~33% margins). Patek Philippe #4 (CHF 2.5B, 72K units). Top 4 private brands (Rolex, AP, Patek, Richard Mille) hold 49.1% combined Swiss market share and ~76% of industry profits. Source: Morgan Stanley / LuxeConsult 9th Annual Swiss Watch Industry Study 2025 · FHS · BusinessStats Research.

Swiss Exports 2026

## Swiss Watch Export Data — CHF 24.4 Billion in 2025 by Price Tier & Destination

The Federation of the Swiss Watch Industry (FHS) publishes monthly export data that serves as the definitive official benchmark for the Swiss watch industry. Swiss watch exports totalled **CHF 24.4 billion in 2025**, a decline of **-1.7%** from 2024 — marking a normalisation after several years of extraordinary post-pandemic growth. The decline was uneven across price tiers: volume in entry and mid-price segments declined more sharply, while ultra-luxury watches (CHF 50,000+) remained resilient. The top export destinations in 2025 were the **United States** (the world's largest single market for Swiss watches by value), **China / Hong Kong** (with China directly recovering after post-pandemic volatility), **Japan**, and European markets. The US market alone is valued at approximately **\$12 billion** according to Statista 2025, expected to grow to approximately \$19.14 billion by 2032.

The price tier analysis of Swiss watch exports reveals the industry's extraordinary value concentration. **Watches priced above CHF 50,000** — including Rolex Daytona, AP Royal Oak Perpetual Calendar, Patek Philippe Grand Complications, and all Richard Mille models — represent only **1.4% of total units exported** but generate **37% of total export value**. Watches in the CHF 3,000–50,000 range (covering most of Rolex's core range, Cartier, Omega, and Tudor) account for the bulk of both units and value. Entry Swiss watches below CHF 500 (Swatch, Tissot budget range) contribute significant unit volume but marginal value. The historic average prices published by BusinessStats Research illustrate the divergence: Richard Mille

averaged approximately **\$141,000** per piece in 2018, while Patek Philippe averaged approximately **\$54,000**. Both have risen significantly since. The luxury goods market dynamics connect to our [US financial markets analysis](#).

## Swiss Watch Market Share by Brand — 2025 (%)

Market Share 2025 Swiss Watch Market Share by Brand — 2025 (%) BusinessStats Research · Morgan Stanley / LuxeConsult 9th Annual Swiss Watch Study 2025 32.9% Rolex — #1 Swiss Market Share (%) Top 4 private brands = 49.1% combined Swiss market share Sources: Morgan Stanley / LuxeConsult 9th Annual Swiss Watch Industry Study 2025 · FHS · BusinessStats Research

## Brand Revenue vs Market Share — All Major Brands

Revenue Rankings Swiss Luxury Watch Brands — Revenue & Market Share 2025 BusinessStats Research · Morgan Stanley / LuxeConsult 2025 · FHS Export Data

#1 Brand

## Rolex — CHF 11B Revenue · 32.9% Swiss Market Share · World's #1 Luxury Watch

Rolex is the world's largest luxury watch brand by a substantial margin — generating an estimated **CHF 11 billion in revenue in 2025** (+10% year-on-year), representing approximately **32.9% of the Swiss watch market** (rising to **34.4% including its Tudor sub-brand**). Rolex sold approximately **1.15 million units** in 2025, making it not only the highest-revenue Swiss watch brand but also one of the highest-volume producers among the luxury tier. The average selling price of a Rolex has risen approximately **50% since 2019** — a combination of official price increases, strong secondary market premiums, and product mix shifts toward more expensive references. Rolex is privately owned by the Hans Wilsdorf Foundation and does not publish official financial results; all revenue estimates are from Morgan Stanley / LuxeConsult proprietary research.

Rolex's market dominance is built on several structural advantages that are nearly impossible for competitors to replicate. **First, brand recognition:** Rolex is the most recognised luxury watch brand globally among all income levels and demographics — non-watch-enthusiasts across the world associate "luxury watch" with "Rolex" before any other name. **Second, supply discipline:** Rolex carefully controls production output well below market demand, maintaining waiting lists that can extend to years for sought-after references like the Daytona, Submariner, and GMT-Master II. This artificial scarcity drives secondary

market premiums and reinforces the brand's desirability. **Third, investment credential:** Rolex watches hold their value better than virtually any other consumer product category, with popular steel sport references often trading at 150–200% of retail price on the secondary market. **Fourth, vertical integration:** Rolex manufactures almost all components in-house across its Geneva and Bienne facilities, giving it complete quality control and immunity from supply chain disruptions. The brand's financial strength connects to the luxury market dynamics in our [global brand revenue analysis](#).

## #2 Brand

### Cartier — CHF 3.5B Revenue · 695K Units · Richemont's Crown Jewel

Cartier is the world's second-largest luxury watch brand and the most valuable brand in the **Richemont Group** portfolio, generating an estimated **CHF 3.5 billion in watch revenue in 2025** (+10% YoY) with approximately **695,000 units sold**. Founded in **Paris in 1847**, Cartier occupies a uniquely powerful position in the luxury watch market: it is simultaneously a jewellery maison of the highest prestige and a serious watchmaker, with iconic timepiece designs including the Santos (1904, the world's first modern wristwatch), the Tank, the Ballon Bleu, and the Panthère. Cartier's watchmaking heritage gives it credibility across both the fashion luxury consumer and the watch collector, a combination few brands can achieve. Richemont's overall watch portfolio (Cartier, Vacheron Constantin, IWC, Jaeger-LeCoultre, Panerai, Piaget) holds approximately **17.6% of the Swiss watch market**.

Cartier's competitive advantages include extraordinary brand heritage (180+ years), iconic designs that are immediately recognisable without a logo, and a global retail network of approximately 200 boutiques. The brand is particularly strong in the women's watch segment, where its jewellery-watch crossover positioning creates a consumer base with limited overlap with brands focused purely on mechanical horology. The Santos de Cartier and Tank Française have both seen significant revitalisation in 2024–2026, attracting younger consumers. Cartier's revenue performance connects to the luxury goods financial dynamics in our [global financial markets analysis](#).

## #3 Brand

### Audemars Piguet — CHF 2.6B Revenue · 53K Units · ~33% Operating Margins

Audemars Piguet is the luxury watch industry's most remarkable profitability story — generating an estimated **CHF 2.6 billion in revenue in 2025** (+9% YoY) from just approximately **53,000 units sold**,

implying an average revenue per watch of approximately **CHF 49,000** — among the highest in the industry. The brand operates at approximately **33% operating margins**, the highest of any major Swiss watch manufacturer. Founded in **1875 in Le Brassus, Switzerland**, AP remains independently family-owned — a distinction it shares with Patek Philippe — and is most famous for the **Royal Oak**, designed by Gérald Genta in 1972. The Royal Oak was the world's first luxury sports watch in stainless steel, originally considered a provocation at its launch price, and has become one of the most iconic and valuable watch designs in history. The Royal Oak Offshore (1993), designed for a generation of younger luxury consumers, extended the franchise further.

Audemars Piguet deliberately limits production to maintain exclusivity and protect margins. The Royal Oak's waiting lists regularly extend to 2–3 years for titanium models, and grey market premiums (secondary prices above retail) for AP watches were among the highest in the industry during 2021–2023. AP has invested significantly in its Le Brassus museum and manufacture experience, developing watchmaking tourism as part of its brand strategy. In 2026, AP continues to expand its CODE 11.59 collection — introduced in 2019 as a companion to the Royal Oak — which has gained significant collector acceptance after initial scepticism. The brand's extraordinary unit economics connect to our [luxury market premium analysis](#).

#### #4 Brand

### **Patek Philippe — CHF 2.5B Revenue · 72K Units · 6.5% Market Share**

Patek Philippe is widely regarded as the world's most prestigious watch manufacturer — the “ultimate” luxury watch brand among serious collectors — generating an estimated **CHF 2.5 billion in revenue in 2025** (+9% YoY) from approximately **72,000 units**. Founded in **Geneva in 1839**, Patek Philippe is independently family-owned (the Stern family since 1932) and holds approximately **6.5% of the Swiss watch market**. Unlike most competitors who have sought to expand production and market reach, Patek Philippe has maintained extraordinary production discipline: it sells fewer watches annually than Rolex produces in weeks. Patek's strategy is to remain permanently supply-constrained, meaning virtually every reference carries a waiting list and secondary market premiums. The brand's most famous marketing proposition — “You never actually own a Patek Philippe. You merely look after it for the next generation.” — is one of the most effective luxury positioning statements ever created.

The **Patek Philippe Nautilus** (designed by Gérald Genta, 1976) and **Aquanaut** have become the brand's contemporary icons, trading at extraordinary secondary market premiums — the Nautilus Ref. 5711 in steel

regularly traded at CHF 100,000–180,000+ on the secondary market versus a retail price of approximately CHF 34,000. The **Patek Philippe Grandmaster Chime Ref. 6300A** sold at auction for CHF 31.19 million in 2019, establishing the record for the most expensive watch ever sold at auction. Patek's complications watches — perpetual calendars, minute repeaters, tourbillons — remain the gold standard of haute horlogerie, with Grand Complications taking years to complete. The brand's investment-grade watches connect to the financial market dynamics in our [global financial markets analysis](#).

#### #5 Brand

### Omega — CHF 2.2B Revenue · 460K Units · Swatch Group's Premium Brand

Omega is the flagship brand of the **Swatch Group**, the world's largest watch manufacturing conglomerate, generating an estimated **CHF 2.2 billion in revenue in 2025** (-8% YoY, a notable decline reflecting competitive pressures). Founded in **1848 in Biel/Bienne, Switzerland**, Omega holds a unique position in luxury watches: it is accessible enough (entry price approximately CHF 5,000–8,000) to be aspirational for a broad consumer base, while premium enough (flagship Speedmaster and Seamaster range CHF 8,000–30,000+) to compete with mid-luxury brands. Omega's **Speedmaster Professional Moonwatch** — the official watch of NASA, worn on every crewed Moon mission — is one of the most historically significant watches ever made. The brand is also the official timekeeper of the Olympic Games (since 1932) and official watch of the James Bond franchise.

Omega's -8% revenue decline in 2025 reflects the competitive challenges facing the accessible luxury segment: it competes directly against Rolex's Tudor (positioned just below Rolex), AP's Royal Oak Offshore, and Cartier's entry range, while simultaneously facing downward pressure from micro-brands and fashion watches targeting its consumer demographic. Swatch Group's overall watch portfolio (Omega, Longines, Tissot, Breguet, Blancpain, Hamilton) holds approximately **16.1% of the Swiss watch market**. Notably, Longines fell from the "Billionaires Club" of CHF 1B+ brands in 2025 with revenue declining to approximately CHF 920M (-18%) — illustrating the difficulties in the mid-luxury segment. The brand's market position connects to our [global luxury retail analysis](#).

#### #6 Brand

### Richard Mille — CHF 1.75B Revenue · 5,960 Units · Ultra-Exclusive

Richard Mille is the most extraordinary financial phenomenon in the luxury watch industry — generating an estimated **CHF 1.75 billion in revenue in 2025** (+9% YoY) from just approximately **5,960 units sold**,

implying an average revenue per watch of approximately **CHF 293,000** — by far the highest average selling price of any watch brand on earth. Founded in **2001 by French entrepreneur Richard Mille**, the brand broke every convention of traditional Swiss watchmaking: it used materials from Formula 1 and aerospace engineering (carbon TPT, titanium, grade 5 titanium, LITAL alloy), designed watches that look like nothing else in the market, and priced them at levels that shocked even the most seasoned luxury watch retailers. The entry price for a new Richard Mille is approximately CHF 100,000, with most models ranging between CHF 150,000 and CHF 800,000, and special editions exceeding CHF 1 million.

Richard Mille's consumer base is entirely the ultra-high-net-worth segment: professional athletes, Formula 1 drivers, rappers, and billionaires who wear their watches as visible statements of extreme wealth. Rafael Nadal's **RM 27 — specifically engineered to withstand the shock of a tennis serve** — is one of the most famous watch-athlete partnerships in history. Richard Mille has deliberately maintained extreme production limitation to preserve its exclusivity, with annual production of under 6,000 pieces making it the world's most exclusive high-revenue watch brand. The brand was acquired by Compagnie Financière Richemont in 2023 in a transaction valuing the business at approximately CHF 1 billion — since which revenue has continued to grow strongly. The brand's extraordinary unit economics connect to our [luxury brand premium analysis](#).

Corporate Groups

## Swiss Watch Corporate Groups — Rolex vs Richemont vs Swatch vs LVMH

The Swiss watch industry at the corporate level is structured around four major ownership groups, each with a distinct portfolio strategy. **Rolex Group** (Rolex + Tudor) is the dominant force at **34.4% combined Swiss market share** — making it larger than the next two groups combined. **Richemont** (Cartier, Vacheron Constantin, IWC, Jaeger-LeCoultre, Panerai, Piaget, Roger Dubuis, Baume & Mercier, and Richard Mille from 2023) holds approximately **17.6% of the Swiss watch market**, with Cartier generating the vast majority of revenue. **Swatch Group** (Omega, Longines, Tissot, Breguet, Blancpain, Hamilton, Rado) holds approximately **16.1%**. **LVMH** (TAG Heuer, Hublot, Zenith, Bulgari watches) holds approximately **5.3%**. The top 4 purely private independent brands — Rolex, Patek Philippe, Audemars Piguet, and Richard Mille — collectively hold approximately **49.1% of the Swiss market** and generate approximately **76% of industry profits** with operating margins averaging approximately 33%. The corporate financial dynamics connect to our [global financial markets analysis](#).

## Swiss Watch Market — Corporate Group Share 2025 (%)

Corporate Control 2025 Swiss Luxury Watch Market — Corporate Group Share 2025 BusinessStats Research · Morgan Stanley / LuxeConsult 2025 · FHS Data

## Brand Revenue Comparison — CHF Billions 2025

Revenue Comparison Swiss Watch Brands — Estimated Revenue CHF Billions 2025 BusinessStats Research · Morgan Stanley / LuxeConsult 9th Annual Swiss Watch Study 2025 CHF 11B Rolex — #1 +10% Rolex YoY  
 Rolex 3x the revenue of #2 Cartier (CHF 3.5B) Sources: Morgan Stanley / LuxeConsult 9th Annual Swiss Watch Industry Study 2025 · BusinessStats Research

## Units Sold vs Avg. Price Per Watch — Key Brands 2025

Volume vs Value Units Sold vs Implied Avg. Price — Swiss Watch Brands 2025 BusinessStats Research · Morgan Stanley / LuxeConsult 2025 CHF 293K Richard Mille Avg.

Richard Mille: 5,960 units = CHF 1.75B revenue (CHF 293K avg.) Sources: Morgan Stanley / LuxeConsult 9th Annual Swiss Watch Industry Study 2025 · BusinessStats Research

Pre-Owned Market

## The \$35 Billion Pre-Owned Luxury Watch Market — Fastest-Growing Segment

The pre-owned luxury watch market has become one of the most dynamic and fastest-growing segments of the global luxury goods industry. The market grew from approximately **\$22 billion in 2021** to a projected **\$35 billion in 2026** — a CAGR of approximately **9.7%**, significantly outpacing the new watch market. This growth is driven by three structural forces: **digital marketplace infrastructure** (Chrono24, WatchFinder owned by Richemont, Watchbox, Bob's Watches, Crown & Caliber have created liquid, transparent secondary markets with genuine price discovery); **generational shift** (younger consumers are comfortable purchasing pre-owned luxury goods, and pre-owned watches offer sustainability, value, and access to sold-out references); and **investment logic** (the 2019–2022 period saw dramatic watch price appreciation, creating speculative demand on top of organic consumer interest). The pre-owned market connects to digital marketplace trends in our [digital commerce analysis](#).



The pre-owned market's growth has compelled all major brands to respond. **Rolex Certified Pre-Owned**, launched in 2022 through authorised dealers, brings the brand's quality certification to the secondary market for the first time — a significant strategic shift. **Richemont** has invested in WatchFinder (UK's leading platform) and the Watchbox platform. Pre-owned price normalisation from 2022–2024 — as speculation subsided and interest rates rose — has moderated but not reversed structural growth. The pre-owned market has democratised access: consumers blocked by waiting lists at authorised dealers can find the same watches on the secondary market at market prices, significantly expanding the consumer base. The market dynamics connect to our [digital platform market analysis](#).

Swiss luxury watch corporate market share 2025: Rolex Group (Rolex + Tudor) 34.4%. Richemont (Cartier, Vacheron, IWC, JLC, Panerai, Richard Mille) 17.6%. Swatch Group (Omega, Longines, Tissot, Breguet, Blancpain) 16.1%. LVMH (TAG Heuer, Hublot, Zenith, Bulgari) 5.3%. Top 4 private brands (Rolex, AP, Patek, Richard Mille) = 49.1% combined Swiss market share, ~76% of industry profits, ~33% operating margins. Pre-owned market: \$22B (2021) → \$35B (2026E) at ~9.7% CAGR. Source: Morgan Stanley / LuxeConsult 2025 · FHS · BusinessStats Research.

## Key Statistics

## Luxury Watch Industry — Key Statistics 2026

CHF 24.4B Swiss Watch Exports 2025-1.7% YoY. Official FHS data. Top destinations: USA, China/HK, Japan, Europe. Primary industry benchmark. 32.9% Rolex Swiss Market Share CHF 11B revenue (+10% YoY). 1.15M units. 34.4% incl. Tudor. ASP up ~50% since 2019. Hans Wilsdorf Foundation. 49.1% Top 4 Private Brands Share Rolex + Patek Philippe + Audemars Piguet + Richard Mille. ~76% of industry profits. ~33% operating margins. 37% CHF 50K+ of Export Value Only 1.4% of units. 89% of all industry growth. Ultra-luxury tier completely dominates value creation. \$35B Pre-Owned Market 2026E Up from \$22B (2021). ~9.7% CAGR. Fastest-growing segment. Chrono24, WatchFinder, Watchbox. CHF 293K Richard Mille Avg. Price CHF 1.75B ÷ 5,960 units. Entry ~CHF 100K. World's highest avg. selling price watch brand. Founded 2001. CHF 49K Audemars Piguet Avg. Price CHF 2.6B ÷ 53K units. ~33% operating margins. Royal Oak 2–3yr waiting lists. Family-owned since 1875. 54% Gen Z / Millennial Interest 54% of Gen Z and Millennials interested in buying a luxury watch in next 12 months. Strong demand pipeline. 17.6% Richemont Watch Group Share Cartier (CHF 3.5B) + Vacheron, IWC, JLC, Panerai, Piaget, Richard Mille. Cartier ~75% of revenue. \$12B US Luxury Watch Market 2025 World's largest single market by value. Expected to grow to ~\$19.14B by 2032. Source: Statista 2025. CHF 31.19M Most Expensive Watch at Auction Patek Philippe Grandmaster Chime Ref. 6300A sold 2019. World record. Steel case. One-of-a-kind. -8% Omega Revenue

Decline 2025CHF 2.2B revenue. Mid-luxury segment pressure. Longines fell -18% to CHF 920M, exiting the CHF 1B club.

## Full Brand Rankings Table — Swiss Luxury Watches 2025

Swiss Luxury Watch Brands — Revenue, Units & Market Share 2025Click column to sort

| RANK | BRAND           | GROUP        | REVENUE CHF | YOY       | UNITS      | SWISS SHARE | AVG. PRICE   |
|------|-----------------|--------------|-------------|-----------|------------|-------------|--------------|
| #1   | Rolex           | Rolex Group  | CHF 11.0B   | +10%      | 1,150,000  | 32.9%       | ~CHF 9,565   |
| #2   | Cartier         | Richemont    | CHF 3.5B    | +10%      | 695,000    | ~9.1%       | ~CHF 5,036   |
| #3   | Audemars Piguet | Independent  | CHF 2.6B    | +9%       | 53,000     | ~6.8%       | ~CHF 49,057  |
| #4   | Patek Philippe  | Stern Family | CHF 2.5B    | +9%       | 72,000     | 6.5%        | ~CHF 34,722  |
| #5   | Omega           | Swatch Group | CHF 2.2B    | -8%       | 460,000    | ~5.7%       | ~CHF 4,783   |
| #6   | Richard Mille   | Richemont    | CHF 1.75B   | +9%       | 5,960      | ~4.6%       | ~CHF 293,624 |
| #7   | Longines        | Swatch Group | CHF 920M    | -18%      | ~1,400,000 | ~2.4%       | ~CHF 657     |
| #8   | Jacob & Co      | Independent  | CHF 180M    | Fastest ↑ | ~2,000     | ~0.5%       | ~CHF 90,000  |

Luxury watch market forecast 2026–2034: Global market \$47–63B (2026) projected to reach \$87–119B (2034) at 6.9–8.5% CAGR. Pre-owned market \$22B (2021) → \$35B (2026E) at ~9.7% CAGR. Swiss watches outperformed S&P 500 (Aug 2018 – Jan 2023). US market \$12B (2025) → \$19.14B (2032E). Women's segment growing at 6.72% CAGR. CHF 50K+ watches: 37% of export value, 89% of growth, only 1.4% of units. Sources: Straits Research · Fortune Business Insights · Statista · FHS · BusinessStats Research 2026.

Forecast

## Luxury Watch Market Forecast — \$87–119 Billion by 2034

The global luxury watch market's growth trajectory to 2034 is broadly positive, with multiple research firms projecting compound annual growth rates of **6.9–8.5%**: Straits Research projects growth from \$51.05 billion (2026) to \$87 billion by 2034 at 6.9% CAGR; Fortune Business Insights projects growth from \$62.35 billion (2026) to \$119.48 billion by 2034 at 8.47% CAGR; Statista values the market at \$63.72 billion in 2026. Key growth drivers are: **(1) Rising ultra-high-net-worth population globally**, particularly in Asia-Pacific; **(2) Pre-owned market formalisation**, expanding addressable consumer base; **(3) Women's**



**segment growth** at an estimated **6.72% CAGR** (men's currently 51.67% of revenue); **(4) Online retail growth** at 7.34% CAGR vs offline stores at 66.84% of 2025 sales. The luxury investment market connects to our [global wealth and GDP analysis](#).

Market Outlook 2034 Luxury Watch Market — Key Growth Projections (BusinessStats Research 2026)  
\$87–119B Global Market 2034E 6.9–8.5% CAGR 2026–2034 \$35B Pre-Owned Market 2026E \$19.14B  
Market 2032E 6.72% Women's Segment CAGR Rolex Projected #1 Brand 2034

FAQ

## Frequently Asked Questions — Luxury Watch Industry 2026

**Rolex** is the world's largest luxury watch brand with estimated **CHF 11 billion revenue in 2025** (+10% YoY) and **32.9% Swiss market share** (34.4% including Tudor), per the Morgan Stanley / LuxeConsult 9th Annual Swiss Watch Industry Study 2025. Rolex sold approximately 1.15 million units. Rolex is privately owned by the Hans Wilsdorf Foundation and does not publish official results. All revenue figures are proprietary research estimates.

Swiss watch exports totalled **CHF 24.4 billion in 2025** (-1.7% YoY) per the Federation of the Swiss Watch Industry (FHS). The global luxury watch market is estimated at **\$47–63 billion in 2026** depending on scope: Statista \$63.72B, Straits Research \$51.05B, Fortune Business Insights \$62.35B. The Swiss export figure is the most precise official benchmark.

Top 6 by estimated revenue (Morgan Stanley / LuxeConsult 2025): **#1 Rolex CHF 11B** (32.9% share), **#2 Cartier CHF 3.5B** (Richemont), **#3 Audemars Piguet CHF 2.6B** (independent), **#4 Patek Philippe CHF 2.5B** (Stern family), **#5 Omega CHF 2.2B** (Swatch Group, -8% YoY), **#6 Richard Mille CHF 1.75B** (now Richemont). Longines fell below CHF 1B in 2025 with -18% decline to CHF 920M.

The global pre-owned luxury watch market is projected at approximately **\$35 billion in 2026**, up from \$22 billion in 2021 — approximately 9.7% CAGR. Key platforms: Chrono24 (global), WatchFinder (Richemont-owned, UK), Watchbox, Bob's Watches, Crown & Caliber. **Rolex Certified Pre-Owned** launched 2022. Pre-owned is the fastest-growing segment of the global watch market.

The top 4 private brands — **Rolex, Patek Philippe, Audemars Piguet, and Richard Mille** — hold **49.1% of the Swiss market** and generate approximately **76% of industry profits** with ~33% operating margins. AP's CHF 2.6B revenue from 53,000 units = CHF 49,000 average price. Richard Mille's CHF 1.75B from 5,960 units = CHF 293,000 average price — the world's highest.

Richard Mille's implied average selling price is approximately **CHF 293,000** (CHF 1.75B ÷ 5,960 units in 2025). Entry price starts at approximately CHF 100,000, with most models between CHF 150,000–800,000 and special editions exceeding CHF 1 million. The 2018 historical average was approximately \$141,000 per piece. Richard Mille is the world's highest average selling price watch brand by a substantial margin.

Watches priced above **CHF 50,000** represent only **1.4% of total units exported** but account for **37% of total Swiss watch export value** and approximately **89% of all industry growth**. This extraordinary value concentration reflects the ultra-premiumisation of the market — almost all industry growth is driven by Rolex sport references, AP Royal Oak complications, Patek Philippe Grand Complications, and Richard Mille models.

Audemars Piguet is **independently family-owned** — by the Audemars and Piguet family descendants since founding in **1875 in Le Brassus, Vallée de Joux, Switzerland**. It has never been acquired by any luxury group. Patek Philippe (Stern family since 1932) is the other major independently family-owned top-tier brand. This ownership structure enables long-term brand strategy without public company earnings pressure.

Yes — quality Swiss watches **outperformed the S&P 500 between August 2018 and January 2023**. Sought-after references including the Rolex Daytona, AP Royal Oak, and Patek Philippe Nautilus saw secondary market prices more than double in value. The Patek Grandmaster Chime sold for CHF 31.19 million at auction in 2019, a world record. However, luxury watch prices corrected significantly from mid-2022 as interest rates rose and speculative demand reduced, so performance should be assessed over the full cycle rather than peak-to-peak.

The **Rolex Group** (Rolex + Tudor) dominates with approximately **34.4% combined Swiss market share** — larger than the next two groups combined. **Richemont** holds ~17.6%. **Swatch Group** holds ~16.1%. **LVMH** holds ~5.3%. The top 25 Swiss brands account for approximately 90% of all Swiss watch export value. Top 4 private brands (Rolex, AP, Patek, Richard Mille) = 49.1% combined and 76% of profits.

**Jacob & Co** is the fastest-growing Swiss brand in 2025, with revenue reaching approximately CHF 180 million. Among top-tier brands: **Rolex** (+10%), **Cartier** (+10%), **Audemars Piguet** (+9%), **Patek Philippe** (+9%), and **Richard Mille** (+9%) all grew strongly. In contrast, **Omega** (-8%) and **Longines** (-18%) declined, reflecting mid-luxury segment pressure. Total Swiss exports declined -1.7% in 2025 overall.

The Patek Philippe Nautilus Ref. 5711 (discontinued 2021) regularly traded at **CHF 100,000–180,000+ on the secondary market** versus its retail price of approximately CHF 34,000 — a 3–5x premium. The 5711 in steel is one of the most sought-after watches in the world. Secondary prices have normalised somewhat



from 2022–2023 peaks but remain significantly above retail. The Patek Grandmaster Chime holds the world auction record at CHF 31.19 million (2019).

#### Data Sources & References

**Primary:** [Morgan Stanley / LuxeConsult — 9th Annual Swiss Watch Industry Study 2025 · Brand Revenue Estimates · Market Share · Units Sold · Corporate Group Analysis](#)

**Primary:** [Federation of the Swiss Watch Industry \(FHS\) — Official Swiss Watch Export Statistics 2025 · CHF 24.4B Total · Price Tier & Destination Breakdown](#)

**Primary:** [Statista — Luxury Watches Worldwide 2026 · Market Size \\$63.72B · US Market \\$12B · Forecast to 2032 \(\\$19.14B\)](#)

Brand revenue and market share figures are estimates from the Morgan Stanley / LuxeConsult 9th Annual Swiss Watch Industry Study 2025. All major Swiss watch brands are privately owned and do not publish official results; all revenue figures are directional estimates. Swiss export data is official from FHS. Global market size estimates vary by source. Not investment advice. [luxury watch industry statistics](#)[luxury watch market 2026](#)[Swiss watch exports 2026](#)[Rolex market share 2026](#)[Cartier watch revenue](#)[Audemars Piguet statistics](#)[Patek Philippe revenue](#)[Omega watch market share](#)[Richard Mille statistics](#)[luxury watch market size](#)[pre-owned watch market](#)[Swiss watch industry facts](#)[luxury watch brands ranked](#)[Swatch Group revenue](#)[Richemont watch revenue](#)[LVMH watch market share](#)[CHF 24 billion Swiss watch](#)[Rolex 32 percent market share](#)[luxury watch investment performance](#)

## STATISTICS REPORT

# Top Ice Cream Brands Ranked – Market Share, Revenue & World Rankings 2026

 Updated Sep 4, 2026 · [businessstats.com/top-ice-cream-brands](https://businessstats.com/top-ice-cream-brands)

|                                          |                                       |                                        |
|------------------------------------------|---------------------------------------|----------------------------------------|
| <b>\$126B</b><br>GLOBAL MARKET 2026      | <b>~8%</b><br>MAGNUM BRAND SHARE - #1 | <b>\$910M</b><br>BEN & JERRY'S REVENUE |
| <b>19.4%</b><br>UNILEVER CORPORATE SHARE | <b>4.3%</b><br>MARKET CAGR 2026–2033  | <b>\$169B</b><br>PROJECTED MARKET 2033 |

## Market Overview

### The \$126 Billion Global Ice Cream Market – Who Controls It?

The global ice cream market is one of the world's most consistently growing consumer food categories, valued at approximately **\$125.8 billion in 2026** and projected to reach \$169.4 billion by 2033 at a compound annual growth rate of **4.3%**. Ice cream bars currently hold the largest global product format share at approximately **32.97%** of total market revenue. The competitive landscape is dominated by two corporate giants: **Unilever** holds approximately **19.4% of the global market** across Magnum, Ben & Jerry's, Wall's, Cornetto, Breyers, Talenti, Carte d'Or, and Grom; while **Nestlé/Froneri** (Häagen-Dazs globally, Dreyer's, Mövenpick) is the second-largest player. Together, the two largest players – Unilever's ice cream business (now The Magnum Ice Cream Company) and Froneri – control roughly a third of the global market, with the top 10 brands collectively holding approximately **35% of total market revenue**. North America and Europe collectively represent approximately **55% of global ice cream consumption**, while Asia-Pacific is the fastest-growing region, led by China – the world's largest market by volume – and India's rapidly expanding middle class.

The defining structural trends of the 2020–2026 period are: **(1) Premiumisation** – artisanal and premium brands now command 30–50% price premiums over standard ice cream and are winning significant shelf space in mainstream retail; **(2) Plant-based acceleration** – oat milk, almond milk, and coconut milk ice creams have surged to approximately **15% of the frozen dessert market** and are the fastest-growing segment; **(3) Digital retail** – [online grocery and delivery platforms](#) have expanded ice cream's purchase



occasions; and **(4) Flavour innovation** - regional and seasonal flavours (matcha, ube, durian in Asia; tiramisu, churro in Western markets) are driving impulse purchasing among younger consumers. The US market alone is valued at approximately **\$11.3 billion in 2026**, with Americans consuming approximately 23 pounds of ice cream per person annually - one of the world's highest per-capita rates.

Brand Rankings 2026

## Top 12 Ice Cream Brands – Ranked by Global Market Share & Revenue 2026

The global ice cream brand rankings for 2026 reflect a market defined by the dominance of Unilever's portfolio at the top, the extraordinary continued success of super-premium pint brands in the United States, and the enduring strength of regional champions in their home markets. At the brand level, **Magnum** leads all ice cream brands globally with approximately **8% market share** - a position built on consistent premium positioning, iconic Belgian chocolate coating, and distribution across 100+ countries. **Ben & Jerry's** leads in revenue at approximately **\$910 million annually**, dominating the US super-premium pint segment with 29.1% category share. **Häagen-Dazs** at approximately \$785 million in revenue maintains the highest brand loyalty index among Gen Z consumers (86%) of any ice cream brand globally, reflecting six decades of premium ingredient quality. The ranking below reflects BusinessStats' proprietary scoring combining global reach, revenue, market share, and brand equity metrics.

### Global Ice Cream Market Size Growth, 2025-2033

Market GrowthGlobal Ice Cream Market Size, 2025-2033Grand View Research · US\$ billion · 4.3% CAGR  
\$169.4B2033 projection Market size (US\$ billion) Global market: \$126B (2026E) → \$169B (2033) at 4.3% CAGR Source: Grand View Research, Ice Cream Market Report 2026-2033. 2028-2030 (\*) interpolated at 4.3% CAGR.

### All 12 Brands – Revenue & Share Ranked

Full Rankings Top 12 Ice Cream Brands - Editorial Ranking 2026 Composite editorial ranking · defining stat shown per brand

#1 Ranked Brand

## Magnum – World’s #1 Ice Cream Brand · ~8% Global Share

Magnum is the world’s **best-selling ice cream brand by global market share**, estimated at approximately **8% of global brand sales in 2026** per BusinessStats Market Research 2026 competitive analysis - making it the undisputed #1 ranked ice cream brand worldwide. Owned by Unilever and created in **1989 in Belgium**, Magnum is built on a deceptively simple formula: premium vanilla ice cream (or other indulgent flavours) dipped in thick, cracking **real Belgian chocolate**. Its flagship products - the Magnum Classic, Almond, White, and Double ranges - are sold in over **100 countries** and are the best-selling premium ice cream bar product in most European, Asian, and Latin American markets. In 2025, Unilever spun off its entire ice cream division as a standalone entity, increasing operational agility for the Magnum-led portfolio.

Magnum’s marketing consistently positions it as an **adult pleasure and indulgence experience** - aspirational and premium rather than a children’s treat. Regular collaborations with luxury fashion houses, celebrity-led campaigns, and the Magnum Pleasure Store boutique concept reinforce this premium brand identity globally. In August 2026, Magnum launched the premium **Cornetto Max** range targeting Gen Z consumers with layered textures and dual flavours (Hazelnut & Chocolate and Mango & Vanilla), exceeding sales expectations in Europe and Turkey. Unilever’s overall ice cream portfolio generates approximately **19.4% of the global ice cream market**, and Magnum is its most valuable single brand asset.

#2 Ranked Brand

## Ben & Jerry’s – \$910M Revenue · America’s #1 Super-Premium Pint

Ben & Jerry’s is the **highest-revenue standalone ice cream brand in the United States**, generating approximately **\$910.68 million in annual sales** and holding approximately **29.1% of the US super-premium pint segment**. Founded in **1978 in Burlington, Vermont** by Ben Cohen and Jerry Greenfield, the brand is famous for its iconic **chunky mix-in style** - generous cookie dough pieces, brownie chunks, caramel rivers, and chocolate fudge swirls in dense, high-fat premium ice cream. **Cookie Dough** remains the best-selling flavour globally. Unilever acquired the brand in 2000 for \$326 million. Ben & Jerry’s maintains an **independent Board of Directors** with oversight over its social mission as part of the original acquisition agreement.

What makes Ben & Jerry’s uniquely powerful is its authentic, decades-long commitment to **political and social activism** - consistently taking public positions on climate change, racial justice, and LGBTQ+ rights. This strategy generates massive media coverage and fierce brand loyalty among its target demographic. In 2026, Ben & Jerry’s partnered with musician Noah Kahan for a limited-edition flavour launch. A public

dispute between the co-founders and Unilever over the brand's social mission has generated significant media attention throughout 2026.

#3 Ranked Brand

## Häagen-Dazs – \$785M Revenue · 86% Gen Z Loyalty Index

Häagen-Dazs is the world's definitive **super-premium ice cream brand**, with approximately **\$785 million in annual revenue** and approximately **7.2% of the global luxury ice cream segment**. Founded in **1960 in the Bronx, New York** by Reuben Mattus, the brand's deliberately Scandinavian-sounding name (entirely invented) was designed to convey European sophistication in the American market. Häagen-Dazs is built on deliberate simplicity: **fewer ingredients, higher cream content, no artificial flavours or colours**. Its **Gen Z Brand Loyalty Index of 86%** is the highest of any ice cream brand globally per BusinessStats Consumer Research 2026. The brand operates a boutique shop segment growing at 8.5% CAGR per year in Asia-Pacific.

Häagen-Dazs has an unusual **split ownership**: in North America it is owned by **General Mills** (acquired from Pillsbury in 2001), while everywhere else globally it is operated by **Froneri** – a joint venture between Nestlé and PAI Partners. In 2024, the brand co-branded with the hit series Emily in Paris for a European collection that sold out within weeks. The brand has expanded into vegan products including Chocolate Salted Fudge Truffle plant-based range.

#4 Ranked Brand

## Baskin-Robbins – 8,800+ Locations · World's Largest Scoop Chain

Baskin-Robbins is the **world's largest ice cream speciality retailer**, operating approximately **8,800+ locations in over 50 countries** on a franchise scoop shop model. Founded in **1945 in Glendale, California** by brothers-in-law Burt Baskin and Irv Robbins, the brand built its entire identity around the iconic **"31 flavours" concept** – one flavour for every day of the month – which eventually grew to over 100 rotating flavours and more than 1,000 flavours created throughout its history. Now owned by **Inspire Brands**, the brand is particularly strong in Japan, the Middle East, South Korea, and Southeast Asia, where the scoop shop format resonates as a premium dessert destination. Inspire Brands has invested significantly in digital ordering and delivery partnerships. As a franchise scoop-shop chain it ranks among the world's most valuable quick-service restaurant brands.

## #5 Ranked Brand

## Wall's / Heartbrand – Unilever's Mass-Market Global Engine

Wall's is Unilever's mass-market ice cream brand and the **volume engine behind the corporation's global dominance** across Europe, Asia, and the Middle East. Founded in **1922 in the UK**, Wall's operates under **different names in different countries** unified by Unilever's iconic Heart logo: **Ola** (Netherlands/Belgium), **Langnese** (Germany), **Algida** (Italy), **Kibon** (Brazil), **Kwality Wall's** (India). This "Heartbrand" approach maintains local familiarity at global operational scale. Wall's product portfolio covers the complete range of impulse ice cream: Cornetto cones, Calippo lollies, Twister, Feast, Solero, and Viennetta. In April 2026, Kwality Wall's launched **The Dairy Factory** - a new slow-churned ice cream range in India.

## #6 Ranked Brand

## Cornetto – World's #1 Ice Cream Cone · Founded Italy 1959

Cornetto is the **world's most recognised ice cream cone brand**, created in **1959 in Naples, Italy** and now sold in virtually every market where Unilever operates its Wall's/Heartbrand portfolio. The classic Cornetto format - golden waffle cone filled with soft ice cream, topped with chocolate coating and crunchy nuts, with a **chocolate tip at the base** - is one of the most distinctive product formats in ice cream history. The chocolate tip was both a practical engineering innovation (preventing dripping) and a signature brand moment. Cornetto is available in Classic, Classico (chocolate), Mint, and dozens of regional variants. In Asia-Pacific, Cornetto has incorporated **local flavours such as durian** to capture regional tastes. In August 2026, Unilever launched the premium **Cornetto Max** range - targeting Gen Z with layered textures and dual flavours - exceeding initial sales expectations across Europe and Turkey.

## #7 Ranked Brand

## Breyers – Founded 1866 · America's Oldest Ice Cream Brand

Breyers is one of America's oldest and most recognised ice cream brands, founded in **1866 in Philadelphia** by William Breyer - making it over **150 years old**. The brand built its identity around **simple, all-natural ingredients**: real cream, sugar, milk, and natural flavours with no unnecessary additives. Many of Breyers' core US products are currently labelled as **"Frozen Dairy Dessert"** rather than "ice cream" because they do not meet the FDA's minimum milk-fat content requirements - a distinction that has generated consumer debate but has not significantly impacted market position. Despite this, Breyers remains the **dominant**

**value segment brand** in US retail with wide distribution across all major supermarket chains. Sold in large family tubs in familiar flavours - Vanilla, Natural Strawberry, Chocolate, Cookies & Cream - Breyers competes on value and familiarity. Unilever acquired Breyers from Kraft Foods in **1993**.

#8 Ranked Brand

## Blue Bell Creameries – 7.9% US Share · Independent Regional Legend

Blue Bell Creameries is one of the most remarkable stories in American food - an **independently owned regional brand** with near-mythological status, holding approximately **7.9% of the overall US ice cream market** - making it the **third-largest ice cream brand in the US** despite being distributed in only approximately 17 Southern and South-Central states. Founded in **1907 in Brenham, Texas**, Blue Bell remains completely privately owned and regularly outsells national brands in its distribution territory. Its competitive advantage is an unwavering commitment to **real dairy, high-quality ingredients, and regional flavour authenticity**.

In Texas, Blue Bell has an almost mythological cultural status - the ice cream of choice for generations of Southern families. The brand's resilience was tested in 2015 when a *Listeria monocytogenes* outbreak forced a complete product recall, threatening the company's existence. Blue Bell's return to shelves was met with queuing customers and national media coverage. The brand has since invested heavily in food safety while maintaining beloved product quality. Its seasonal and limited-edition flavours generate genuine consumer excitement driving loyal repeat purchasing.

#9 Ranked Brand

## Dreyer's / Edy's – \$372M Revenue · Slow-Churn Pioneer

Dreyer's operates under **two names in different US regions**: **Dreyer's** in the Western US and Texas, and **Edy's** in the Midwest and Eastern US. Founded in **1928 in Oakland, California** by William Dreyer and Joseph Edy, the brand is now a wholly-owned subsidiary of **Froneri** - the Nestlé/PAI Partners joint venture operating as the world's second-largest ice cream manufacturer across 60 markets. Dreyer's generated approximately **\$372 million in annual revenue** from BusinessStats Revenue Intelligence 2026 and operates seven production facilities producing three million gallons annually. Dreyer's signature innovation is the proprietary **Slow Churn process** - a patented technique producing cream-textured ice cream with significantly reduced fat and calories, pioneering the better-for-you mainstream segment before low-calorie specialists existed.

## #10 Ranked Brand

## Talenti – America's #1 Artisanal Gelato Brand

Talenti is the **largest producer of gelato and sorbet in the United States** - authentic Italian-style frozen dessert with lower fat, denser texture, and more intense flavour than standard ice cream. Founded in **2003 in Dallas, Texas** by Josh Hochscheidt - inspired by Argentine and Italian artisanal gelato traditions - Talenti was acquired by Unilever in 2014. The brand has expanded to national distribution across Walmart, Target, Whole Foods, and Costco while maintaining its **artisanal, craft brand identity** centred on origin ingredients: Belgian chocolate, Madagascan vanilla, Sicilian pistachios. Talenti's distinctive **clear plastic pint containers** are one of the most recognisable packaging innovations in the US premium frozen dessert aisle. The brand offers approximately **30 flavours** and has launched the successful Gelato Layers sub-range. Talenti uses **100% recyclable packaging** and produces over 300,000 pints across Unilever facilities.

## #11 Ranked Brand

## Halo Top – ~360 Calories Per Pint · Low-Calorie Category Disruptor

Halo Top is one of the most dramatic brand success stories in modern US food history - a **low-calorie ice cream brand** that disrupted the premium pint category. Founded in **2011 in Los Angeles** by Justin Woolverton, Halo Top delivers approximately **360 calories per entire pint** compared to 1,000–1,200 calories in a Ben & Jerry's or Häagen-Dazs pint. This is achieved through stevia and erythritol instead of sugar, higher protein content, and lower fat - while maintaining a genuinely enjoyable eating experience. In **2017**, just six years after launch, Halo Top became the **best-selling pint of ice cream in the United States**. Its rise perfectly coincided with keto, macro-counting, and fitness-oriented eating cultures dominating social media. The brand has since expanded into **plant-based coconut milk varieties** and keto-friendly lines. Acquired by Wells Enterprises (2019) and then the Ferrero Group, Halo Top remains the **category-defining brand** in better-for-you frozen desserts.

## #12 Ranked Brand

## Amul – 32% India Share · Cooperative Giant Founded 1946

Amul is India's most beloved ice cream brand and one of the most extraordinary cooperative enterprises in the world. The **Gujarat Cooperative Milk Marketing Federation (GCMMF)**, founded in **1946** through the leadership of Dr Verghese Kurien, operates as a dairy cooperative owned by approximately **3.6 million milk**

**producer members** across Gujarat state. Amul holds approximately **32% of the Indian ice cream market** - the largest single brand share in the country. Its products are made from **real dairy milk** sourced directly from the cooperative's vertically integrated supply chain, and prices are kept deliberately accessible across all Indian income levels. BusinessStats Market Research awards Amul a **9.5/10 supply chain resilience score** - the highest of any ice cream brand globally.

Amul's ice cream range spans the complete spectrum of Indian consumer preferences from affordable kulfi and ice lollies to premium tubs and seasonal novelty formats. The brand's iconic **Amul Girl** advertising character - a blue-haired cartoon schoolgirl commenting on topical Indian news events - has run continuously since **1966**, one of the longest-running advertising campaigns in history. Amul competes against Kwality Wall's (Unilever), Mother Dairy, Havmor, and Baskin-Robbins India. Despite strong multinational competition, Amul's cooperative ownership, real-milk positioning, and extraordinary rural distribution - reaching villages that international brands cannot cost-effectively serve - give it structural advantages nearly impossible to replicate.

#### Key Statistics

## Global Ice Cream Market – Key Statistics 2026

\$126B Global Ice Cream Market 2026 Growing at 4.3% CAGR. Projected \$169B by 2033. Retail channels = 78.76% of global market revenue. Source: BusinessStats Global Market Intelligence 2026. ~8% Magnum Global Brand Share - #1 World's best-selling ice cream brand per BusinessStats Market Research 2026. Unilever-owned. Founded 1989 Belgium. 100+ countries. \$910M Ben & Jerry's Annual Revenue Highest-revenue standalone brand in US. 29.1% of super-premium pint segment. Cookie Dough is #1 flavour globally. Founded 1978 Vermont. 19.4% Unilever Corporate Share Largest single corporate player globally. Portfolio: Magnum, Ben & Jerry's, Wall's, Cornetto, Breyers, Talenti, Grom, Carte d'Or. 32.97% Ice Cream Bars - #1 Format Bars hold largest global product format share. Driven by on-the-go and impulse purchase behaviour. Key brands: Magnum, Cornetto, Feast. ~15% Plant-Based Ice Cream Share Fastest-growing segment in 2026. Oat, almond, coconut milk alternatives surging with vegan and lactose-free demand. 86% Häagen-Dazs Gen Z Loyalty Index Highest brand loyalty score of any ice cream brand among Gen Z consumers. \$785M revenue. 7.2% global luxury segment share. \$11.3B US Ice Cream Market 2026 Americans consume ~23 lbs per person annually. One of world's highest per-capita rates. Ben & Jerry's leads in revenue at \$910M. 8,800+ Baskin-Robbins Locations World's largest ice cream retail chain. 50+ countries. Franchise scoop shop model. Part of Inspire Brands. 100+ rotating flavours. 32% Amul India Market Share India's #1 ice cream brand. Cooperative owned by 3.6M milk farmers. 9.5/10 supply chain

resilience score (BusinessStats Research 2026). 7.9%Blue Bell US Market Share#3 US brand despite ~17 states only. Outselling national brands in Southern states. Founded 1907 Brenham Texas. Fully independent. ~360Halo Top Calories Per Pintvs 1,000-1,200 cal in Ben & Jerry's or Häagen-Dazs. Best-selling US pint in 2017. Low-cal category #1. Founded 2011 LA.

## Ice Cream Brand Revenue Comparison 2026

Revenue ComparisonTop Ice Cream Brands - Annual Revenue Comparison 2026Zippia · US brand annual revenue \$910MHighest Revenue \$169BMarket 2033E

Ben & Jerry's \$910M leads in standalone revenue Source: Zippia, Largest Ice Cream Companies (US), 2025/2026.

## Corporate Market Share – Global Ice Cream 2026

Corporate Control 2026 Global Ice Cream Market - Corporate Share Breakdown 2026 Reuters / Euromonitor · company share of global market

## US Segment Share vs Global Revenue – Key Brands Compared

US vs GlobalKey Brands - US Segment Share vs Annual Revenue 2026BusinessStats Analytics 2026 · US & Global Ice Cream Market Intelligence 2026 29.1%Ben & Jerry's US Pint

Blue Bell: 7.9% US share despite selling in only ~17 states Source: BusinessStats Analytics 2026 · Ice Cream Brand Intelligence · April 2026

## Top 12 Ice Cream Brands – Full Rankings Table 2026

Ice Cream Brands Ranked - Global Market Share & Revenue 2026Click column to sort

| RANK | BRAND         | PARENT COMPANY       | REVENUE / SHARE | KEY MARKET            | SEGMENT            | FOUNDED |
|------|---------------|----------------------|-----------------|-----------------------|--------------------|---------|
| #1   | Magnum        | Unilever             | ~8% global      | Global 100+ countries | Premium Bar        | 1989    |
| #2   | Ben & Jerry's | Unilever             | \$910M revenue  | USA / Global          | Super-Premium Pint | 1978    |
| #3   | Häagen-Dazs   | Gen. Mills / Froneri | \$785M revenue  | USA / Global          | Super-Premium Pint | 1960    |

|     |                     |                   |                  |                           |                   |      |
|-----|---------------------|-------------------|------------------|---------------------------|-------------------|------|
| #4  | Baskin-Robbins      | Inspire Brands    | 8,800+ locations | Global 50+ countries      | Scoop Shop        | 1945 |
| #5  | Wall's / Heartbrand | Unilever          | Multi-region #1  | Europe / Asia / MENA      | Mass Market       | 1922 |
| #6  | Cornetto            | Unilever          | Global Cone #1   | Global 40+ countries      | Impulse Cone      | 1959 |
| #7  | Breyers             | Unilever          | US Value #1      | United States             | Value Tub         | 1866 |
| #8  | Blue Bell           | Independent       | 7.9% US share    | Southern USA (~17 states) | Premium Regional  | 1907 |
| #9  | Dreyer's / Edy's    | Froneri / Nestlé  | \$372M revenue   | United States             | Mainstream Tub    | 1928 |
| #10 | Talenti             | Unilever          | US Gelato #1     | United States             | Premium Gelato    | 2003 |
| #11 | Halo Top            | Ferrero / Wells   | Low-Cal #1       | United States             | Better-For-You    | 2011 |
| #12 | Amul                | GCMMF Cooperative | 32% India share  | India                     | Value Mass Market | 1946 |

Forecast 2033

## Global Ice Cream Market – Forecast & Growth Outlook to 2033

The global ice cream market's outlook to 2033 is defined by four structural growth drivers. **First, premiumisation:** consumers across all income levels are increasingly willing to pay premium prices for artisanal, locally-sourced, and speciality ice cream experiences. Small-batch producers like Van Leeuwen, Jeni's Splendid Ice Creams, and Salt & Straw have expanded into national grocery chains commanding 30–50% price premiums, and even mainstream retailers are allocating more freezer space to premium products. **Second, plant-based growth:** the ~15% plant-based frozen dessert segment will continue to grow as oat milk, almond milk, and coconut milk formulations improve in taste, texture, and price competitiveness. **Third, Asia-Pacific expansion:** China, India, and Southeast Asia represent the largest volume growth opportunities for all major ice cream brands. Baskin-Robbins, Häagen-Dazs boutiques, and localised versions of Unilever's portfolio continue to expand rapidly. **Fourth, digital retail integration:** ice cream's impulse-driven nature is increasingly compatible with delivery platforms, driving trial among new consumer segments.

Market Outlook 2033 Global Ice Cream Market - 2033 Key Projections (BusinessStats Research)

\$169B Global Market Size 2033E 4.3% CAGR 2026–2033 ~20% Plant-Based Share 2033E ~60% Asia-Pac + Americas Share 2033E \$14B+ US Market 2033E Magnum Projected Global #1 Brand 2033

FAQ

## Frequently Asked Questions – Ice Cream Brands Ranked 2026

**Magnum** is the world’s best-selling ice cream brand with approximately **8% global brand market share in 2026** per BusinessStats Market Research 2026. Owned by Unilever, created in 1989 in Belgium, Magnum is sold in 100+ countries and is the #1 premium ice cream bar globally. At the corporate level, **Unilever** is the world’s largest ice cream company with approximately **19.4% global market share** across its portfolio of Magnum, Ben & Jerry’s, Wall’s, Cornetto, Breyers, and Talenti.

In the United States, **Ben & Jerry’s** is the leading brand by revenue at approximately **\$910.68 million**, holding approximately 29.1% of the super-premium pint segment. **Häagen-Dazs** follows with approximately \$785M revenue and the highest Gen Z brand loyalty index (86%). **Blue Bell Creameries** holds approximately 7.9% overall US market share despite selling in only approximately 17 states. The US market is approximately **\$11.3 billion** in 2026. Americans consume approximately 23 pounds of ice cream per person annually.

**Unilever** owns the largest ice cream brand portfolio globally - Magnum, Ben & Jerry’s, Wall’s (Ola, Langnese, Algida etc. by region), Cornetto, Breyers, Talenti, Carte d’Or, Calippo, Solero, and Grom. Unilever holds approximately **19.4% of the global ice cream market**. In 2025, Unilever completed the spin-off of its ice cream division as a standalone entity. **Nestlé/Froneri** is second with Häagen-Dazs (globally), Dreyer’s/Edy’s, and Mövenpick.

The global ice cream market is valued at approximately **\$125.8 billion in 2026**, growing at 4.3% CAGR projected to reach **\$169.4 billion by 2033**. North America and Europe represent approximately 55% of global consumption. Asia-Pacific is the fastest-growing region. Ice cream bars hold the largest format share at 32.97%. The US market is approximately \$11.3 billion in 2026. Retail channels account for 78.76% of global market revenue.

**Vanilla** is the best-selling ice cream flavour globally and in the United States, consistently the largest volume flavour. In the US, vanilla, chocolate, and strawberry are the top three by sales. At the brand level, Ben & Jerry’s **Cookie Dough** is the best-selling individual product globally. Magnum Classic (vanilla with Belgian chocolate) is the world’s best-selling ice cream bar. In 2026, trending flavours include matcha, ube,

pandan, and tiramisu particularly in Asia-Pacific markets.

Häagen-Dazs has a split ownership structure. In **North America**, it is owned by **General Mills** (acquired from Pillsbury in 2001). **Everywhere else in the world**, Häagen-Dazs is operated by **Froneri** - a joint venture between Nestlé and PAI Partners. So Häagen-Dazs = General Mills in US/Canada, and Froneri/Nestlé internationally. This split arose from regulatory conditions when Nestlé acquired the global brand rights.

The **plant-based ice cream segment** is the fastest-growing in 2026, accounting for approximately **15% of the frozen dessert market**. Products made from oat milk, almond milk, and coconut milk have surged driven by veganism, lactose intolerance, and health consciousness. The premium artisanal segment is also growing strongly - artisan brands like Van Leeuwen and Jeni's Splendid have expanded nationally commanding 30–50% price premiums. By 2026, frozen novelties represent approximately 53% of the North American market, up from 45% in 2018.

**Amul** is India's most popular ice cream brand with approximately **32% of the Indian market**. Operated by the Gujarat Cooperative Milk Marketing Federation (GCMMF) - owned by 3.6 million milk farmers - Amul dominates through its direct supply chain, affordable pricing, and rural distribution. BusinessStats Market Research awards Amul a 9.5/10 supply chain resilience score - the highest of any ice cream brand globally. Other major brands in India include Kwality Wall's (Unilever), Mother Dairy, Havmor, and Baskin-Robbins India.

Blue Bell Creameries achieves approximately **7.9% US market share** - the third-largest US ice cream brand - despite selling in only approximately 17 Southern and South-Central states. The key is extraordinary **regional loyalty depth**: in its distribution territory, Blue Bell regularly outsells Ben & Jerry's and Häagen-Dazs in volume. Advantages include real dairy commitment, regional flavour authenticity, seasonal limited editions, 100+ years of heritage, and remaining completely independently owned - never acquired by a multinational.

Magnum leads global ice cream brand rankings through its **combination of premium positioning, genuinely high-quality product, consistent global distribution across 100+ countries, and sustained aspirational marketing**. Its thick Belgian chocolate coating and satisfying snap when bitten provide a sensory experience competitors have struggled to replicate. Magnum's adult pleasure positioning resonates across age groups globally. Regular limited-edition luxury collaborations maintain cultural relevance. Magnum's approximately 8% global brand share (BusinessStats Market Research 2026) reflects consistent #1 performance across Europe, Asia, and Latin America.



**Unilever** acquired Ben & Jerry's in 2000 for approximately \$326 million and continues to own the brand as of 2026. Unusually, Ben & Jerry's maintains an **independent Board of Directors** with oversight over the company's social mission as part of the original acquisition agreement. In 2025, Unilever spun off its entire ice cream division as a standalone entity, which includes Ben & Jerry's. A public dispute between the brand's co-founders (Ben Cohen and Jerry Greenfield) and Unilever over the brand's social mission and potential sale generated significant media attention in 2026.

Halo Top is a **low-calorie ice cream brand** that delivers approximately **360 calories per entire pint** compared to 1,000–1,200 calories in standard premium pints. Founded in 2011 in Los Angeles, Halo Top uses stevia, erythritol, and protein to reduce calories while maintaining a creamy texture. In 2017 it became the **best-selling pint of ice cream in the United States**, pioneering the better-for-you frozen dessert category. Now owned by the Ferrero Group (through Wells Enterprises acquisition), Halo Top offers plant-based coconut milk varieties and keto-friendly lines. It remains the category-defining brand in low-calorie ice cream.

#### Data Sources & References

**Primary:** [Grand View Research - Ice Cream Market Size, Share & Growth Report 2026–2033 · \\$125.8B Global Market Size · 4.3% CAGR · Format Share & Segment Data](#)

**Primary:** [Verified Market Research - Top Ice Cream Manufacturers 2025/2026 · Unilever 19.4% Corporate Share · Häagen-Dazs 86% Gen Z Loyalty · Amul 9.5/10 Supply Chain Score](#)

**Primary:** [Zippia - Largest Ice Cream Companies United States 2025/2026 · Ben & Jerry's \\$910M · Häagen-Dazs \\$785M · Dreyer's \\$372M · Blue Bell 7.9% US Market Share](#)

All market share and revenue data in this report is BusinessStats Research Desk analysis compiled from the primary sources listed above. Revenue figures reflect 2022 company data. Global market size (\$125.8B), CAGR (4.3%), and segment shares from Grand View Research 2025/2026. Corporate market shares and brand equity metrics from Verified Market Research 2025/2026. Brand revenue figures from Zippia 2025/2026. All figures are rounded estimates. Brand names and trademarks belong to their respective owners. Not investment advice.

## STATISTICS REPORT

# Most Popular Beer Brands in Mexico — Statistics & Facts 2026

 Updated Apr 5, 2026 · [businessstats.com/most-popular-beer-brands-in-mexico](https://businessstats.com/most-popular-beer-brands-in-mexico)

|                                    |                                     |                                       |
|------------------------------------|-------------------------------------|---------------------------------------|
| <b>32%</b><br>CORONA — #1 BRAND    | <b>22%</b><br>MODELO ESPECIAL — #2  | <b>~\$21B</b><br>MARKET VALUE         |
| <b>\$6B</b><br>ANNUAL BEER EXPORTS | <b>59%</b><br>AB INBEV VOLUME SHARE | <b>#1</b><br>WORLD'S LARGEST EXPORTER |

## Overview

### World's #1 Beer Exporter — Mexico's \$21B Market Led by Corona & Modelo

Mexico's beer industry is a global powerhouse — producing some of the world's most recognised beer brands and building the world's largest beer export machine. The domestic beer market is valued at approximately **\$20–22 billion USD annually** and generates approximately **\$6 billion in export revenues**.

**Modelo Especial** became America's best-selling beer in 2023, overtaking Bud Light — a historic milestone for a Mexican brand.

The Mexican beer market's structure reflects its history. **Grupo Modelo** — founded in Mexico City in 1925 — was acquired by AB InBev in 2013 for approximately \$20.1 billion. Its portfolio includes Corona Extra, Modelo Especial, Victoria, Pacifico, and Negra Modelo. **Heineken Mexico** (formerly FEMSA Cerveza, acquired 2010 for \$7.65B) holds Tecate, XX Dos Equis, Sol, Bohemia, and Carta Blanca. Together they account for approximately **97–98% of Mexican beer volume**. Mexico's beer export success is linked to the economic performance tracked in our [world's largest economies analysis](#).

Mexico's beer market growth drivers include demographic expansion (population growing to 130M with young median age ~29), rising middle-class incomes driving premiumisation toward brands like Modelo Especial and Pacifico, approximately 35–40 million annual tourists, and the halo effect of extraordinary US market success. Beer per capita consumption is approximately **65–70 litres/year**. The craft beer segment — approximately 1–3% of volume — is growing at 15–20% annually with approximately **1,200–1,500 craft breweries** operating across Mexico.

Most popular beer brands in Mexico 2026 (IWSR/AB InBev/Heineken): Corona Extra 32%, Modelo Especial 22%, Victoria 11%, Tecate 10%, Pacifico 7%, XX Dos Equis 6%, Sol 5%, Bohemia 2%, Carta Blanca 2%, others 3%. AB InBev (Grupo Modelo): ~59% total volume. Heineken Mexico: ~38%. Market value: ~\$21B. Exports: ~\$6B — world's #1 beer exporter. Modelo Especial: #1 beer in USA since 2023.

Mexico's beer market growth has been driven by several long-term structural factors. **Demographic growth** — Mexico's population has grown from approximately 103 million (2005) to approximately 130 million (2026) with a young median age (approximately 29 years), meaning a large and growing legal drinking-age population. **Rising incomes** — Mexico's expanding middle class has driven premiumisation of beer consumption, with consumers increasingly choosing premium brands (Modelo Especial, Pacifico, Bohemia) over value options. **Tourism** — Mexico receives approximately 35–40 million international tourists annually, creating significant beer consumption in resort areas. **US market pull** — the extraordinary success of Mexican beer brands in the United States has reinforced their domestic brand equity through a halo effect. Beer is sold through Mexico's expansive distribution network including approximately 20,000+ OXXO convenience stores, tracked in our [supermarkets in Mexico analysis](#).

Brand Rankings

## Mexico Beer Brand Rankings — Corona 32%, Modelo 22%, Victoria 11%

**Corona Extra** at approximately **32% domestic market share** is Mexico's most popular beer — a mainstream lager sold everywhere from rural tiendas to upscale Mexico City restaurants. Its clear glass bottle and lime wedge serving convention are globally iconic. The Grupo Modelo brewery in Zacatecas — one of the world's largest single-site breweries — produces the majority of Corona for domestic and export consumption.

**Modelo Especial** at approximately **22%** is Mexico's second most popular beer and its most strategically important brand globally — having become America's best-selling beer since 2023. **Victoria** (~11%) is Mexico's oldest beer brand (est. 1865) with strong central Mexico loyalty. **Tecate** (~10%, Heineken) dominates northern Mexico. **Pacifico** (~7%) holds the Pacific coast with growing US exports. The financial market implications connect to our [global financial markets report](#).

## Most Popular Beer Brands in Mexico — Market Share 2026 (%)

Brand RankingsMexico Beer Brand Market Share — 2026 (%)BusinessStats Research · IWSR Drinks Market Analysis Mexico 2025 · AB InBev · Heineken Annual Reports 32%Corona — #1 Market Share (%) Corona +

Modelo = 54% — majority of market Sources: IWSR Mexico Drinks Market 2025 · AB InBev Annual Report 2025 · Heineken Annual Report 2025 · Euromonitor · BusinessStats Research

## All Beer Brands — Full Market Share Breakdown 2026

All Brands Mexico Beer Brands — Market Share Ranking 2026 (%) BusinessStats Research · IWSR · AB InBev · Heineken Mexico · Euromonitor 2025

AB InBev vs Heineken

## The Mexican Beer Duopoly — AB InBev 59% vs Heineken 38%

Mexico's beer market is effectively controlled by two of the world's largest brewing conglomerates. **AB InBev** through Grupo Modelo controls approximately **57–60%** of Mexican beer volume with Corona, Modelo Especial, Victoria, Pacifico, and Negra Modelo. Production infrastructure includes breweries in Nava, Guadalajara, Toluca, Merida, Obregon, and Zacatecas with combined capacity of approximately 80+ million hectolitres annually. In the United States, **Constellation Brands** — not AB InBev — sells all Grupo Modelo brands due to antitrust conditions of the 2013 acquisition.

**Heineken Mexico** controls approximately **37–40% of Mexican beer volume** with Tecate (~10%), XX Dos Equis (~6%), Sol (~5%), Bohemia (~2%), Carta Blanca (~2%), and Indio (~2%). Heineken Mexico operates breweries in Monterrey, Guadalajara, Meoqui, Toluca, Tecate, and Navojoa. The digital infrastructure supporting beer brand marketing and e-commerce is analysed in our [data centres statistics](#).

## AB InBev vs Heineken — Mexico Volume Share 2026

Market GrowthMexico Beer Market Value & Export Revenue — 2017 to 2026 (USD Billion)BusinessStats Research · IWSR Mexico 2025 · INEGI Export Data · Euromonitor ~\$21BMarket 2026 \$6BExports 2026

Exports grew +87% since 2017 — world's #1 beer exporter Sources: IWSR Mexico Drinks Market 2025 · INEGI Mexico Export Statistics · BusinessStats Research

## AB InBev vs Heineken — Brand Market Share Comparison 2026

Brand ComparisonAB InBev vs Heineken Mexico — Brand Market Share 2026 (%)BusinessStats Research · IWSR Mexico 2025 · AB InBev · Heineken Annual Reports 59%AB InBev 38%Heineken

Only discounters, Coop & M&S gained 2017-2026 Sources: IWSR Mexico 2025 · AB InBev Annual Report 2025 · Heineken Annual Report 2025 · BusinessStats Research

## Exports & Key Data

### Mexico — World's #1 Beer Exporter, \$6B Revenue, USA Receives 75%

Mexico exports approximately **\$5.5–6 billion worth of beer annually** — making it the **world's largest beer exporter by value**. Approximately 75% goes to the United States: approximately 150 million cases of Mexican beer are sold in the US annually, with Corona Extra and Modelo Especial accounting for the vast majority. The US beer market's embrace of Mexican imports reflects the growing Hispanic-American population (~60 million) and the trading-up trend among non-Hispanic consumers who perceive Mexican imported beer as a premium lifestyle product. The financial market investment implications of Mexico's beer industry connect to our [global financial markets analysis](#).

Beyond the United States, Mexican beer has significant export markets in **Australia** (~\$255M), **Canada** (~\$182M), the **United Kingdom** (~\$122M), **Germany** (~\$82M), **Spain** (~\$72M), and **China** (~\$66M).

Mexican beer exports have grown at approximately 8–12% annually over the past decade, driven by global premiumisation and extraordinary brand-building investment. Mexico's beer industry is a significant generator of tax revenues through the IEPS applied to alcoholic beverages. The economic contribution of beer exports to Mexico's GDP is tracked in our [world's largest economies analysis](#).

### Mexico Beer Exports — By Destination Country 2025 (\$M)

Mexico's status as the world's largest beer exporter by value is one of the most remarkable facts in the global beverages industry. Beyond export revenues, the beer industry is one of Mexico's largest industrial employers — directly employing hundreds of thousands of workers across brewing, distribution, and retail, with a similar number of indirect jobs in agriculture (barley, hops, malt), packaging (glass, aluminum, cardboard), and logistics. The beer industry generates significant tax revenues for the Mexican government through the **IEPS** (special tax on production and services) applied to alcoholic beverages — estimated at approximately MXN 80–90 billion annually. The strategic investment by AB InBev and Constellation Brands in the Modelo brand family's global premiumisation is expected to sustain double-digit export growth rates in key markets through 2030. Digital commerce and direct-to-consumer channels are also beginning to reshape how Mexican beer is marketed globally through platforms tracked in our [digital media statistics](#).

Export MarketsMexico Beer Exports by Country — 2025 (USD million)BusinessStats Research · INEGI

Mexico Export Data · SAT Customs · Euromonitor Beverages 2025 \$6BTotal Exports 75%USA Share

USA receives ~75% of all Mexican beer exports Sources: INEGI Mexico Export Statistics · SAT Customs Data · AB InBev / Heineken Investor Presentations · BusinessStats Research

**AB InBev (Anheuser-Busch InBev)** controls approximately **57–60% of Mexican beer volume** through Grupo Modelo. The portfolio spans the full market from value (Barrilito, Estrella) through mainstream (Corona Extra, Victoria) to premium mainstream (Modelo Especial) and regional premium (Pacífico, Negra Modelo). Production infrastructure includes breweries in Nava (Coahuila), Guadalajara (Jalisco), Toluca (State of Mexico), Mérida (Yucatán), Obregón (Sonora), Zacatecas, Torreón, and Mexico City. The combined production capacity of Grupo Modelo is approximately 80+ million hectolitres annually — one of the largest brewing operations anywhere in the world. AB InBev's acquisition of Grupo Modelo in 2013 for approximately \$20.1 billion remains one of the largest transactions in beverages industry history, and the financial dynamics of this deal are tracked in our [fintech and financial markets statistics](#).

**Heineken Mexico** (formerly FEMSA Cerveza) controls approximately **37–40% of Mexican beer volume** with a portfolio including Tecate (its strongest domestic brand at ~10% share), XX Dos Equis (~6%), Sol (~5%), Bohemia (~2%), Carta Blanca (~2%), Indio (~2%), and Kloster. Heineken Mexico operates breweries in Monterrey (Nuevo León — historically the centre of Mexico's beer industry), Guadalajara, Meoqui (Chihuahua), Toluca, Tecate (Baja California — where Tecate beer originated), and Navojoa (Sonora). A critical fact about the duopoly's international dimension: in the United States, **Constellation Brands** — not AB InBev — sells Corona, Modelo Especial, Pacífico, and other Grupo Modelo brands. This arrangement (required by US antitrust regulators as a condition of AB InBev's 2013 Grupo Modelo acquisition) means Constellation Brands has built a ~\$10+ billion annual US beverage portfolio on Mexican beer brands. The digital commerce infrastructure supporting global beer brand marketing is analysed in our [data centres and digital infrastructure analysis](#).

Key Insight Modelo Especial — How a Mexican Beer Became America's #1

In 2023, Modelo Especial — sold in the US by Constellation Brands — surpassed Bud Light to become the best-selling beer in the United States by volume. This was historic: the first time a non-domestic beer held the #1 US position. By 2025–2026, Modelo Especial had cemented its #1 US position with approximately 10+ million barrels sold annually — significantly boosting its domestic prestige in Mexico through a powerful halo effect of American market leadership.

## Mexico Beer Brands — Full Data Table 2026

Mexico Beer Brands — Full Data Table 2026Click column to sort

| BRAND           | OWNER                   | DOM. SHARE % | SEGMENT             | FOUNDED | KEY MARKETS              |
|-----------------|-------------------------|--------------|---------------------|---------|--------------------------|
| Corona Extra    | AB InBev / Grupo Modelo | ~32%         | Mainstream          | 1925    | Mexico, USA, Global 180+ |
| Modelo Especial | AB InBev / Grupo Modelo | ~22%         | Premium Mainstream  | 1925    | Mexico, USA #1           |
| Victoria        | AB InBev / Grupo Modelo | ~11%         | Mainstream Heritage | 1865    | Mexico (Central)         |
| Tecate          | Heineken Mexico         | ~10%         | Mainstream          | 1944    | Mexico (North), USA      |
| Pacifico        | AB InBev / Grupo Modelo | ~7%          | Regional Premium    | 1900    | Mexico (Pacific), USA    |
| XX Dos Equis    | Heineken Mexico         | ~6%          | Mainstream          | 1897    | Mexico, USA              |
| Sol             | Heineken Mexico         | ~5%          | Light/Mainstream    | 1899    | Mexico, Export           |
| Bohemia         | Heineken Mexico         | ~2%          | Premium             | 1905    | Mexico Premium           |
| Carta Blanca    | Heineken Mexico         | ~2%          | Mainstream          | 1890    | Mexico (North)           |
| Negra Modelo    | AB InBev / Grupo Modelo | ~1.5%        | Dark Premium        | 1926    | Mexico, USA, Export      |
| Craft / Other   | ~1,200+ breweries       | ~1.5%        | Craft/Artisanal     | —       | Urban Mexico             |

## Key Statistics

## Mexico Beer Market — Key Statistics at a Glance

32%Corona Extra — Mexico #1World’s best-selling international beer. 180+ countries. Grupo Modelo (AB InBev). Clear bottle + lime ritual. Est. 1925. 22%Modelo Especial — Mexico #2#1 beer in USA since 2023 (sold by Constellation Brands in US). Premium mainstream amber lager. Fastest growing brand globally. ~\$21BDomestic Market ValueRetail sales value 2025–26. 125–130M hL annual production. 4th–5th largest beer producer globally by volume. 11%Victoria — Mexico’s Oldest BeerAB InBev / Grupo Modelo. Est. 1865. Oldest continuously produced Mexican beer brand. Strong central Mexico loyalty. 10%Tecate — Northern Mexico #1Heineken Mexico. Founded Tecate city 1944. Dominant in Baja California, Sonora, Chihuahua. Iconic red can format. 7%Pacifico — Pacific Coast IconAB InBev / Grupo Modelo. Est. 1900 Mazatlan,

Sinaloa. Strong Pacific coast + growing US export market. 6%XX Dos Equis — Export StarHeineken Mexico. Est. 1897. Both Amber and Lager versions. Popular domestically and strong US export brand. 5%Sol — Light Mainstream BrandHeineken Mexico. Est. 1899. Popular with younger consumers. Growing export markets in Europe and Asia. 59%AB InBev / Grupo Modelo ShareCorona, Modelo, Victoria, Pacifico, Negra Modelo, Estrella. Acquired by AB InBev 2013 for \$20.1 billion. 38%Heineken Mexico ShareTecate, Dos Equis, Sol, Bohemia, Carta Blanca, Indio. Acquired from FEMSA 2010 for \$7.65 billion. \$6BAnnual Beer Export RevenueWorld's #1 beer exporter by value. ~75% to USA. Australia, Canada, UK, Germany, China other key markets. 1,200+Craft Breweries in MexicoGrowing 15–20%/yr. ~1–3% volume share. Clusters in Baja California, CDMX, Guadalajara, Monterrey. Mexico beer exports 2026: World's #1 beer exporter at ~\$6B annually. USA receives ~75% (\$4.5B). Modelo Especial: #1 beer in USA since 2023, sold by Constellation Brands. Australia ~\$255M. Canada ~\$182M. UK ~\$122M. Germany ~\$82M. China ~\$66M. Exports projected to reach \$7–8B by 2030.

### AB InBev vs Heineken — Mexico Market Share Donut 2026

The navy donut chart below shows Mexico's beer market duopoly — AB InBev and Heineken together controlling approximately 97% of Mexican beer volume, leaving just 3% for craft and independent producers. Hover over each segment to see brand details.

Duopoly Structure Mexico Beer Market — AB InBev vs Heineken vs Other 2026 BusinessStats Research · IWSR Mexico 2025 · AB InBev Annual Report · Heineken Annual Report 2025

### Corona vs Modelo vs Tecate — Share Trend 2017–2026 (%)

The white multi-line chart below tracks the individual market share trajectories of Corona, Modelo Especial, and Tecate from 2017 to 2026 — showing Modelo's steady rise as premiumisation drives consumers toward the slightly higher-positioned brand.

Brand TrendsCorona vs Modelo Especial vs Tecate — Market Share 2017–2026 (%)BusinessStats Research · IWSR Mexico Annual Data · AB InBev · Heineken Mexico Reports Modelo ↑Rising Fast 32%Corona Stable

Modelo rising steadily as Mexico premiumises Sources: IWSR Mexico Annual Data · AB InBev · Heineken Mexico · BusinessStats Research

Forecast 2030

## Mexico Beer Forecast 2030 — Premiumisation, Craft Growth, Exports \$7–8B

Mexico's beer market outlook through 2030 is positive but evolving — total volume growth is expected at approximately 2–4% annually, while value growth is projected at approximately 5–8% as premiumisation drives consumers toward higher-price-point beers. The most significant structural shift expected is the continued rise of **Modelo Especial** at the expense of Corona Extra domestically — as middle-class income growth shifts preference toward the slightly more premium Modelo Especial positioning. By 2030, Modelo Especial could narrow the gap with Corona to approximately 5–8 percentage points, potentially reaching 25–26% domestic share. **Pacífico** and **Bohemia** are also expected to gain share in the premium segment as per-capita income growth enables trading up. These trends connect directly to the broader digital economy and consumer spending patterns tracked in our [YouTube statistics](#) and [digital media analysis](#).

Mexico's **beer export revenues** are projected to grow from approximately \$6 billion (2025-2026) toward approximately **\$7–8 billion by 2030**, driven primarily by continued growth in the US market (where Modelo Especial's leadership position is expected to be maintained) and expansion in secondary markets including Australia, the UK, China, and Germany. The competitive dynamics of Mexico's beer industry will continue to be shaped by how effectively the craft sector can carve out premium share from the duopoly, and whether any new entrant can meaningfully challenge Grupo Modelo and Heineken Mexico's combined 97%+ market control. The global competitive landscape for beverage markets is tracked in our [global financial markets report](#).

Mexico's beer market outlook through 2030 is positive — total volume growth expected at approximately 2–4% annually, while value growth is projected at approximately 5–8% as premiumisation drives consumers toward higher-price brands. The most significant structural shift expected is the continued rise of **Modelo Especial** domestically — projected to reach approximately **25–26% share by 2030**, narrowing the gap with Corona to 5–7 percentage points. **Pacífico** and **Bohemia** are also expected to gain share as per-capita income growth enables trading up. The **craft beer sector** is projected to grow to approximately **4–6% volume share by 2030**, driven by urban brewery proliferation and growing consumer sophistication in cities like Tijuana, Ensenada, and Mexico City.

Mexico's **beer export revenues** are projected to grow toward approximately **\$7–8 billion by 2030**, driven primarily by continued US market growth where Modelo Especial's #1 position is expected to be maintained. AB InBev and Constellation Brands continue investing in new product development (Modelo Oro, Modelo Chelada, Corona Sunbrew), packaging innovation, and lifestyle marketing. The financial flows



from Mexico's beer export success are part of the broader LatAm economic picture tracked in our [global financial markets](#) coverage. Digital beer advertising across YouTube — tracked in our [YouTube statistics](#) analysis — is a growing component of brand investment.

Market Outlook Mexico Beer Market — 2030 Key Projections ~\$27B Domestic Market 2030E \$7–8B Export Revenue 2030E 25–26% Modelo Especial 2030E 4–6% Craft Beer Share 2030E +3–4% Annual Volume Growth #1 Global Export Leader

[FAQ](#)

## Frequently Asked Questions — Mexico Beer Brands

**Corona Extra** is Mexico's most popular beer with approximately **32% domestic market share** (IWSR 2025). Produced by Grupo Modelo (AB InBev since 2013), sold in 180+ countries. Also the world's best-selling international beer brand. In Mexico, Corona occupies the affordable mainstream segment. Its clear bottle and lime wedge serving ritual are iconic globally. Modelo Especial is second at ~22%, followed by Victoria (~11%), Tecate (~10%), and Pacifico (~7%).

Top beer brands by market share Mexico 2026: **(1) Corona Extra ~32%, (2) Modelo Especial ~22%, (3) Victoria ~11%, (4) Tecate ~10%, (5) Pacifico ~7%, (6) XX Dos Equis ~6%, (7) Sol ~5%, (8) Bohemia ~2%, (9) Carta Blanca ~2%, (10) Others ~3%**. AB InBev brands total approximately **59%**. Heineken Mexico brands total approximately **38%**. Craft/independent approximately 3%.

Corona is owned by **AB InBev** through **Grupo Modelo**, acquired in 2013 for approximately \$20.1 billion. **Exception — USA only:** In the United States, Corona (and all Grupo Modelo brands including Modelo Especial and Pacifico) is produced and sold by **Constellation Brands** due to US antitrust conditions of the AB InBev acquisition. Constellation Brands' Mexico beer portfolio generates approximately \$10B+ in annual US revenue. Globally outside USA, AB InBev controls all Corona sales.

Mexico's domestic beer market is valued at approximately **\$20–22 billion USD annually** (IWSR 2025). Mexico produces approximately **125–130 million hectolitres** per year — world's 4th–5th largest producer by volume. Additionally exports approximately **\$6 billion worth of beer annually** — making it the **world's largest beer exporter by value**. Beer per capita consumption approximately **65–70 litres/year**. Market projected to reach approximately \$27B by 2030.

Modelo Especial holds approximately **22% of Mexico's domestic beer market** (IWSR 2025). Modelo Especial also became **America's best-selling beer in 2023**, overtaking Bud Light (sold in USA by

Constellation Brands). In Mexico, Modelo Especial occupies premium mainstream positioning — amber colour and fuller flavour distinguish it from Corona's lighter profile. Projected to reach **25–26% domestic share by 2030** as middle-class premiumisation continues.

Heineken controls approximately **37–40% of Mexico's beer market** through Heineken Mexico (formerly FEMSA Cerveza, acquired 2010 for \$7.65B). Main brands: **Tecate** (~10%), **XX Dos Equis** (~6%), **Sol** (~5%), **Bohemia** (~2% premium), **Carta Blanca** (~2%), **Indio** (~2% dark beer), **Kloster** (<1%), and **Heineken** itself (<1% domestic). Breweries in Monterrey, Guadalajara, Meoqui, Toluca, Tecate, and Navojoa.

Corona Extra is the world's **most popular international beer brand** — best-selling imported beer in approximately 40+ countries, available in 180+ nations. By global international sales value, Corona ranks in the global top 5. By total global volume (including domestic), Corona ranks behind enormous Chinese brands (Snow Beer, Tsingtao, Yanjing) whose colossal domestic China volumes exceed all other brands. Within Mexico: **32% market share — domestic #1 by wide margin**.

Mexico is the **world's largest beer exporter by value** at approximately **\$5.5–6 billion annually**. The USA receives approximately **70–75%** of exports (~\$4.0–4.5B). Other key markets: Australia (~\$255M), Canada (~\$182M), UK (~\$122M), Germany (~\$82M), Spain (~\$72M), China (~\$66M). Exports projected to reach approximately **\$7–8B by 2030**.

Pacifico (Cerveza Pacifico Clara) is a Mexican lager produced by Grupo Modelo (AB InBev) in **Mazatlan, Sinaloa**, founded in **1900**. Holds approximately **7% of Mexico's domestic market** with strong presence in Pacific coast states. Marketing emphasises Pacific coast heritage, surfing, and outdoor lifestyle. Has grown significantly in the **US export market** — popular in California, Arizona, and coastal markets.

Tecate is a Mexican lager owned by **Heineken Mexico**, produced in the city of **Tecate, Baja California**, founded in **1944**. Holds approximately **10% of Mexico's domestic market** — 4th largest brand. **Dominant in northern Mexico** — particularly Baja California, Sonora, Chihuahua, Nuevo Leon. Known for distinctive **red can** and bold masculine marketing. In the USA, marketed primarily to Mexican-American consumers in the Southwest.

Tecate is a Mexican lager owned by **Heineken Mexico**, produced in **Tecate, Baja California**, founded in **1944**. Holds approximately **10% of Mexico's domestic market** — 4th largest brand. Dominant in northern Mexico — Baja California, Sonora, Chihuahua, Nuevo Leon. Known for its distinctive **red can**. In the USA, marketed primarily to Mexican-American consumers in the Southwest.

Data Sources & References



**Primary:** [IWSR Drinks Market Analysis — Mexico Beer Volume & Value Data 2025 \(market share by brand and company\)](#)

**Primary:** [AB InBev Annual Report 2025 — Grupo Modelo production volumes, brand performance, Mexico market data](#)

**Primary:** [Heineken Annual Report 2025 — Heineken Mexico brand performance and volume data](#)

**BusinessStats:** All brand market share estimates, duopoly analysis, export destination data, craft beer statistics, and 2030 forecast projections are BusinessStats proprietary research combining the above primary sources with Euromonitor Beer in Mexico 2025, Kirin Beer University Report 2025, INEGI Mexico export data, and BusinessStats proprietary analysis.

Market share by volume (hL), calendar year 2024–2025, IWSR and company reports. Export values from INEGI/SAT customs data. Forecasts are estimates subject to uncertainty. Not investment advice. most popular beer brands in Mexicobeer brands Mexico 2026Mexico beer market statisticsCorona beer market share 2026Modelo Especial market share MexicoGrupo Modelo statisticsAB InBev Mexico 2026Heineken Mexico beer brandsbeer sales Mexico 2026Victoria beer Mexico market shareTecate beer market share 2026Pacifico beer statisticsXX Dos Equis market shareSol beer MexicoBohemia beer Mexicocraft beer Mexico statisticsMexico beer exports 6 billionMexico world largest beer exporterModelo Especial number one USA 2023beer duopoly Mexico AB InBev HeinekenConstellation Brands Corona USAcerveza artesanal Mexico

## STATISTICS REPORT

# Bubble Tea Industry in China — Statistics & Facts 2026

 Updated Mar 25, 2026 · [businessstats.com/bubble-tea-market-in-china](https://businessstats.com/bubble-tea-market-in-china)

|                                                             |                                                        |                                                      |
|-------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------|
| <b>¥350B+</b><br><small>MARKET VALUE 2024 (\$48.5B)</small> | <b>45,000+</b><br><small>MIXUE STORES (GLOBAL)</small> | <b>\$5.1B</b><br><small>CHAGEE IPO VALUATION</small> |
| <b>5,000+</b><br><small>OVERSEAS OUTLETS</small>            | <b>5</b><br><small>BRANDS LISTED SINCE 2021</small>    | <b>6.4%</b><br><small>YOY GROWTH 2024</small>        |

## Overview

## China's Bubble Tea Revolution — A ¥350 Billion Industry Redefining Global Tea Culture

China's new-style tea beverage industry — encompassing bubble tea (boba tea), fruit tea, cheese tea, milk tea, and other freshly made tea drinks — has undergone one of the most remarkable consumer market transformations in modern history. From humble street stalls selling traditional pearl milk tea for ¥5 a cup in the early 2000s, the industry has evolved into a **¥350+ billion (\$48.5 billion) market** that has produced multiple billion-dollar publicly listed companies, created hundreds of thousands of jobs, reshaped China's agricultural supply chains, and launched a wave of cultural export as Chinese tea brands expand aggressively across Southeast Asia, Europe, and North America.

The industry's growth trajectory has been extraordinary but is now entering a new phase. Market growth decelerated from **44% in 2023 to 19.7% in 2024**, and is projected to slow further to approximately **12% in 2025**, reflecting market saturation in first- and second-tier Chinese cities. Due to low barriers to entry — a basic bubble tea shop can be opened for as little as ¥100,000-200,000 (\$14,000-28,000) — tens of thousands of new bubble tea enterprises are established in China every year. However, the saturated market has resulted in fewer profits for many players, and industry analysts predict increasing consolidation as well-capitalised brands like Mixue, Chagee, Heytea, and Guming squeeze out smaller operators. The fierce competition has also triggered a "price war" since 2022, with premium brands like Heytea and Nayuki introducing drink lines capped at ¥20, down from their original ¥30+ price points. To

understand how China's consumer spending trends fit within the broader picture, see our analysis of the [global economy](#).

What makes China's bubble tea phenomenon particularly significant is its cultural dimension. Tea is deeply woven into China's 5,000-year cultural heritage — China produces approximately **half of the world's tea** — yet there has never been a truly globally influential Chinese tea brand until now. The new-style tea beverage industry has achieved what traditional Chinese tea never could: making Chinese tea culture accessible, appealing, and shareable for young consumers worldwide. Research shows that **46.9% of young Chinese gain a better understanding of traditional tea culture** through consuming new-style tea beverages, and **74.3% expressed willingness to try traditional tea** after tasting modern bubble tea. Chagee's Nasdaq listing under the stock ticker "CHA" (the Chinese word for tea) symbolises the industry's ambition to represent Chinese tea culture on the global stage.

China's new-style tea beverage market exceeded ¥350 billion (\$48.5B) in 2024, with Mixue leading at 45,000+ stores globally. Five major brands have gone public since 2021, and over 5,000 overseas outlets have been established, with Southeast Asia as the primary expansion market.

Market Size

## China's New-Style Tea Market — From ¥100B to ¥350B in Five Years

The Chinese new-style tea beverage market has experienced explosive growth over the past decade, expanding from approximately **¥100 billion in 2018 to over ¥350 billion (\$48.5 billion) in 2024**. The COVID-19 pandemic briefly disrupted growth in 2020, but the industry recovered quickly as bubble tea shops proved resilient — their takeaway-friendly format and delivery integration with platforms like Meituan and Ele.me allowed operations to continue even during lockdowns. The post-pandemic rebound in 2023 was particularly dramatic, with market growth reaching **44%** as Chinese consumers embraced "revenge consumption" and pent-up demand for social dining experiences.

However, the growth trajectory is now normalising. The market grew **6.4% year-over-year in 2024 to exceed ¥350 billion**, and is projected to reach approximately **¥375 billion by end of 2025**. The deceleration from 44% growth in 2023 to approximately 12% in 2025 reflects several factors: market saturation in major cities (Shanghai alone has an estimated 60,000+ tea and coffee shops), intensifying price competition that compresses margins, increasing consumer health consciousness about sugar content, and a challenging macroeconomic environment in China with cautious consumer spending. Despite the slowing domestic growth, the market remains enormous by any global standard — China's ¥350 billion bubble tea industry is

larger than the **entire global bubble tea market outside China**, which is valued at approximately \$2.9-3.1 billion. For context on how China's consumer market compares to the world's largest economies, see our data on [countries with the largest GDP](#).

## China New-Style Tea Market Size — 2018 to 2028E (¥ Billion)

China New-Style Tea MarketMarket Value — 2018 to 2028E (¥ Billion)BusinessStats Research · Industry data¥350B+2024 Market ActualProjectedGrowth: 44% (2023) → 12% (2025E) Sources: BusinessStats Research Desk

### Market Growth Rate — Decelerating from 44% to 12%

The line chart below tracks the year-over-year growth rate of China's new-style tea beverage market from 2019 to 2025. The dramatic deceleration from 44% growth in 2023 to an estimated 12% in 2025 reflects market saturation in tier-1 and tier-2 cities, intensifying price competition among established brands, and cautious consumer spending amid China's broader economic slowdown. Despite the slowing percentage growth, the absolute market size continues expanding by tens of billions of yuan annually.

Market Growth Rate TrendChina New-Style Tea Market — YoY Growth Rate (%)BusinessStats Research · Industry data44%2023 Peak~12%2025E

Growth normalising as market matures Sources: BusinessStats Research Desk

Top Brands

## Top Brands — Mixue 45,000+ Stores, Chagee \$5.1B, Heytea 63M Members

**Mixue Ice Cream & Tea ( )** is the undisputed scale champion of the Chinese tea industry and, by store count, the **world's largest ready-made beverage chain** — surpassing even Starbucks (approximately 39,000 stores globally). Founded in 1997 in Zhengzhou, Henan province as a simple ice cream and shaved-ice stall, Mixue has grown to approximately **45,000+ stores globally** (with approximately 30,000 in China and 4,800+ overseas). Mixue's strategy is radical simplicity: keep prices extremely low (most drinks under ¥10/\$1.40, signature lemonade at just ¥4/\$0.55), operate an entirely franchise-based model, build a vertically integrated supply chain that manufactures its own ingredients, and leverage its iconic "Snow King" mascot for viral marketing across social media. Mixue IPO'd on the Hong Kong Stock Exchange in **March 2025**, with shares jumping **43% on the first day of trading**.

**Chagee ( )** represents the premium end of the Chinese tea spectrum. Founded in 2017 in Yunnan province, Chagee has positioned itself as the "Starbucks of tea" — offering a more refined, culturally rooted experience focused on traditional Chinese tea varieties paired with fresh milk, without the fruit toppings that characterise competitors. By Q1 2025, Chagee operated **6,681 stores (including 169 overseas)**. The company's revenue surged to **¥12.4 billion (\$1.7 billion) in 2024**, up from ¥4.6 billion the previous year — a growth rate of approximately 167%. Net income soared **213% to ¥2.5 billion (\$345 million)**. Chagee's GMV has surpassed Starbucks China (\$3 billion), while maintaining profit margins equivalent to Starbucks at approximately 16%. The company IPO'd on Nasdaq in **April 2025 under the ticker "CHA"**, raising \$411 million at a \$5.1 billion valuation. For perspective on how Chinese tech and consumer companies are performing in global capital markets, see our analysis of [the Nasdaq stock market](#) .

**Heytea ( )** is considered the pioneer of the "new-style tea" movement, having popularised cheese tea (a layer of salted cheese foam atop freshly brewed tea) in 2012. With approximately **4,000+ stores** and a membership base of **63 million users**, Heytea targets the premium segment with an average check of approximately ¥25-35. The brand has expanded overseas with approximately 70 outlets in Singapore, UK, Canada, Australia, and the US, including a high-profile location in Times Square, New York. Heytea's London store reportedly sold approximately 2,000 bottles on its opening day.

**Nayuki's Tea ( )** became the world's first publicly listed tea drink brand when it IPO'd on the Hong Kong Stock Exchange in **June 2021**. With 2023 revenue of approximately HKD 5.16 billion (approximately \$660 million), Nayuki operates over 1,000 stores offering both tea beverages and fresh bakery items. The brand introduced a "Light Series" with drinks priced at ¥9-19 to compete in the value segment. However, Nayuki has struggled with profitability, unlike Mixue and Chagee which have achieved consistent profits.

**Guming/GoodMe ( )** IPO'd on the Hong Kong Stock Exchange in **February 2025**, while

**Chabaidao/ChaPanda ( )** listed in **April 2024**, bringing the total number of listed Chinese new-style tea brands to five.

## Top Chinese Bubble Tea Brands by Store Count

China Bubble Tea — Top Brands Leading Brands by Global Store Count — 2025 BusinessStats Research · IPO filings, company data Top Chinese Bubble Tea Brands — Complete DataClick column to sort

| BRAND     | STORES  | FOUNDED | IPO           | KEY METRIC                |
|-----------|---------|---------|---------------|---------------------------|
| Mixue ( ) | 45,000+ | 1997    | HKSE Mar 2025 | World's largest by stores |

|                |        |      |                 |                                 |
|----------------|--------|------|-----------------|---------------------------------|
| Chagee ( )     | 6,681  | 2017 | Nasdaq Apr 2025 | ¥12.4B rev, \$5.1B valuation    |
| Heytea ( )     | 4,000+ | 2012 | Private         | 63M members, cheese tea pioneer |
| Guming ( )     | ~9,500 | 2010 | HKSE Feb 2025   | Strong in lower-tier cities     |
| Chabaidao ( )  | ~8,000 | 2008 | HKSE Apr 2024   | Expanding to South Korea        |
| Nayuki ( )     | ~1,000 | 2015 | HKSE Jun 2021   | First listed tea brand globally |
| CoCo Fresh ( ) | 2,000+ | 1997 | Private         | 20+ years, global franchise     |
| NO YEYE NO TEA | 2,200+ | 2020 | Private         | Rapid newcomer growth           |

## IPO Wave

# The IPO Wave — Five Listed Brands, \$1B+ Raised, Capital Markets Bet on Tea

The period from 2021 to 2025 saw an unprecedented wave of Chinese bubble tea companies going public, transforming what was once considered a fragmented street-food category into a legitimate institutional investment sector. The successive listings reflect capital market confidence in China's consumption sector and the maturation of these brands from local operations to professionally managed, technology-driven enterprises with scalable franchise models and sophisticated supply chains.

**Nayuki's Tea** led the way in June 2021, becoming the world's first publicly listed tea drink brand on the HKSE. **Chabaidao/ChaPanda** followed in April 2024, then **Guming/GoodMe** in February 2025, and **Mixue Group** in March 2025 — the latter's first-day trading surge of 43% confirmed enormous investor appetite. The most headline-grabbing listing was **Chagee's Nasdaq debut in April 2025**, where the company raised \$411 million by issuing 14.68 million shares at \$28 each, achieving a first-day market capitalisation of \$7.66 billion. Chagee's decision to list in the US rather than Hong Kong — amid escalating US-China trade tensions — was itself a statement about the brand's global ambitions and its confidence in appealing to Western investors.

The competitive dynamics among these listed companies reveal distinct strategic positioning. Mixue competes on **extreme affordability and scale**, operating the largest global store network with drinks averaging under ¥10. Chagee pursues **premium positioning and cultural branding**, with an average transaction value significantly higher than Mixue's. Heytea remains private but competes at the **innovation and premium experience** level with its cheese tea concept and higher-end store formats. The IPO wave

also highlights a stark reality: among the major listed brands, only Mixue and Chagee are consistently profitable. Nayuki has struggled with profitability since its IPO, and analysts suggest that many smaller operators face margin pressures that will intensify as the market consolidates. The Chinese consumer sector's trajectory has implications for [global financial markets](#) as investors assess emerging market consumption stories.

#### Scale ComparisonMixue vs. Starbucks — The World's Largest Beverage Chain by Store Count

Mixue Ice Cream & Tea has surpassed Starbucks (~39,000 stores) to become the world's largest ready-made beverage chain with 45,000+ locations globally. The comparison reveals radically different business models: Mixue's average drink costs under ¥10 (\$1.40) versus Starbucks China's ¥35+ (\$4.80). Mixue operates on a 100% franchise model with self-manufactured ingredients, achieving unit economics through extreme volume and supply chain control. Chagee, meanwhile, has surpassed Starbucks China's GMV (\$3 billion) while maintaining Starbucks-equivalent profit margins of approximately 16%. The store closure rate for Chagee remains remarkably low at just 1.5%, indicating strong unit economics despite rapid expansion.

#### Chagee Financial Snapshot — Revenue Surge

Chagee Revenue & ProfitabilityChagee Annual Revenue — ¥ BillionsBusinessStats Research · Chagee IPO prospectus¥12.4BRevenue 2024¥2.5BNet Income 2024

Revenue +167% YoY · Net Income +213% YoY Sources: BusinessStats analysis of Chagee Nasdaq filing

Global Expansion

### Going Global — 5,000+ Overseas Stores, Southeast Asia Leads, US Market Next

As China's domestic bubble tea market approaches saturation, the industry's most ambitious brands are turning to international expansion as their next growth frontier. By the end of 2024, Chinese new-style tea beverage brands had opened more than **5,000 outlets overseas**, with **Southeast Asia emerging as the primary market** due to geographic proximity, hot climates that drive iced beverage demand, youthful demographics, growing middle classes, and high acceptance of Chinese brands. The specialist tea and coffee shop market in Southeast Asia was valued at **\$4.7 billion in 2024** and is expected to grow at a 9% CAGR through 2029.

**Mixue** leads overseas expansion with approximately **4,800+ stores in 14 countries**, with particular strength in Indonesia (2,600+ outlets, creating approximately 12,800 local jobs) and Vietnam. Mixue

replicates its low-price model internationally, supported by self-built supply chains including 7 warehouses across Southeast Asia. **Chagee** has 169 overseas stores focused on premium positioning in Malaysia, Singapore, and Thailand, with plans to reach 1,000-1,500 overseas stores by end of 2025. Chagee's overseas membership in Asia-Pacific grew **177% year-over-year**, with 61% of members under 30. The brand received Malaysia's government health certification — the first freshly made tea brand to do so. **Heytea** has approximately 70 overseas outlets spanning Singapore, UK, Canada, Australia, and the US, including a flagship in Times Square, New York.

The US market represents the ultimate prize for Chinese bubble tea brands. Chagee opened its first North American teahouse in **Los Angeles** and listed on Nasdaq to build brand visibility among American investors and consumers. A parallel cultural shift is supporting this expansion: American Gen Z consumers are increasingly expressing "coffee fatigue," with posts about espresso addiction side effects trending on Reddit and TikTok. The hashtag #LessCoffeeMoreClarity garnered 2.8 million views, and tea — long overlooked by American mainstream culture — is making a quiet return. Chinese brands entering the US market are tapping into this sentiment, positioning tea as a "clearer alternative" to coffee's anxiety-inducing effects. The global expansion of Chinese consumer brands intersects with broader shifts in social media and digital marketing, where viral content on TikTok and Instagram drives consumer awareness across borders.

## Overseas Store Distribution by Brand

Chinese bubble tea brands have opened 5,000+ outlets overseas, led by Mixue with 4,800+ stores across 14 countries. Southeast Asia is the primary market, with Indonesia (2,600+ Mixue outlets), Vietnam, Malaysia, and Singapore as key markets. Chagee, Heytea, and ChaPanda are expanding into the US and Europe.

### Consumer Trends

## Consumer Trends — Health Consciousness, Price Sensitivity, and the ¥20 Ceiling

China's bubble tea consumer base is overwhelmingly young, urban, and female. Approximately **70% of regular bubble tea consumers are between 18 and 35 years old**, with women accounting for approximately 60-65% of purchases. College students represent a particularly important demographic: research shows that freshly made tea beverages are the most popular drink category among Chinese university students, surpassing coffee, juices, and soft drinks. The average Chinese urban consumer



purchases bubble tea **3-5 times per month**, with power users in first-tier cities like Shanghai, Shenzhen, and Guangzhou consuming 8-12 cups monthly.

The most consequential consumer trend reshaping the industry is **health consciousness**. Studies indicate that excessive bubble tea consumption could contribute to obesity, heart disease, diabetes, and mental health issues — concerns that are particularly acute for Chinese parents worried about children's and young adults' consumption habits. The industry has responded aggressively: most major brands have replaced concentrated syrup with fresh juice, substituted non-dairy creamer with real milk, and introduced "zero sugar" and "low calorie" options. Nearly half of consumers now report prioritising healthier, sugar-free options when purchasing tea beverages. In December 2025, Chagee became the first freshly made tea brand in Malaysia to receive government health certification requiring beverages to contain no more than 5 grams of sugar per 100 millilitres.

Price sensitivity has become a defining feature of the market since 2022, when a "price war" erupted among premium brands. **Heytea and Nayuki slashed prices**, introducing drink lines capped at ¥20 — down from original price points of ¥30+. Nayuki launched a ¥9-19 "Light Series." Consumer surveys indicate that the majority of Chinese bubble tea consumers consider **¥10-20 (\$1.40-\$2.80) the "reasonable" price range** for a cup of milk tea, creating a natural ceiling that limits premium brands' pricing power. This price compression benefits scale operators like Mixue (average drink under ¥10) while squeezing mid-tier brands that lack either the volume economics of Mixue or the brand premium of Chagee and Heytea. The price dynamics in China's consumer market reflect broader trends in global inflation and purchasing power.

Consumer Demographics China Bubble Tea Consumer Age Distribution BusinessStats Research ·  
Consumer survey data 2024

Key Statistics

## Bubble Tea in China — Key Statistics at a Glance

¥350B+Market Value 2024\$48.5 billion — up 6.4% YoY, projected ¥375B by 2025 45,000+Mixue Stores  
GloballyWorld's largest beverage chain by count. 4,800+ overseas \$5.1BChagee Nasdaq ValuationTicker:  
CHA. Revenue ¥12.4B. Net income ¥2.5B in 2024 5,000+Overseas Outlets14+ countries — Southeast Asia  
leads, US expansion begins 63MHeytea Members4,000+ stores — cheese tea pioneer since 2012 5  
BrandsListed Since 2021Nayuki, Chabaidao, Guming, Mixue, Chagee — HKSE + Nasdaq 12,800Mixue Jobs  
in Indonesia2,600+ outlets — 96% local employees 46.9%Youth Learn Tea CultureThrough new-style  
beverages; 74.3% then try traditional tea



## Outlook

### Outlook 2026-2030 — Consolidation at Home, Expansion Abroad

The Chinese bubble tea industry's near-term outlook is defined by two divergent dynamics: **domestic market consolidation and international expansion**. At home, growth is decelerating toward single-digit percentages as the market matures, and analysts predict that many of the tens of thousands of small and medium-sized bubble tea businesses will close as larger, better-capitalised brands with superior supply chains and brand recognition capture increasing market share. The industry may reach **¥400-500 billion within a few years**, but the number of operators will likely shrink significantly, concentrating revenue among the top 10-20 brands.

Internationally, the expansion opportunity remains vast. The **\$4.7 billion Southeast Asian specialist tea and coffee market** (growing at 9% CAGR) provides the immediate growth frontier, with Mixue, Chagee, and others adding hundreds of stores annually. The US, European, and Middle Eastern markets represent longer-term opportunities where Chinese brands must navigate different consumer preferences, regulatory requirements, and competitive landscapes. The "coffee fatigue" trend among American Gen Z consumers creates a cultural opening for tea-positioned beverages that Chinese brands are uniquely equipped to fill.

Supply chain innovation will be the decisive competitive factor. Mixue's self-built global supply chain (manufacturing its own ingredients, operating 7 Southeast Asian warehouses) and Chagee's ultra-efficient logistics (costs under 1% of global GMV, inventory turnover of just 5.3 days) represent the operational excellence required for profitable international scaling. Brands that can localise products (adjusting sweetness levels, incorporating tropical fruits, adapting to regulatory requirements) while maintaining consistent quality and cost efficiency will emerge as the global winners. The cultural dimension — Chinese tea as a lifestyle brand rather than merely a beverage — may ultimately determine which companies build lasting international franchises versus those that remain novelty attractions. For perspective on how the Chinese consumer sector fits within the [broader technology and digital economy landscape](#), see our analysis.

China Bubble Tea 2030 Outlook  
Key Projections for the Industry  
¥400-500B Domestic Market 2028E  
10,000+ Overseas Stores 2028E  
\$4.7B SEA Tea Market 2024  
9% SEA Market CAGR  
Top 10 Brands to Dominate US + EU  
Next Expansion Wave

## FAQ

## Frequently Asked Questions — Bubble Tea in China

**¥350+ billion (\$48.5B) in 2024**, growing 6.4% YoY. Projected ¥375B by 2025. Growth decelerating from 44% (2023) to ~12% (2025). Larger than the entire global bubble tea market outside China (\$2.9B).

**Mixue: 45,000+ stores** (world's largest beverage chain). Chagee: 6,681 stores, \$5.1B IPO. Heytea: 4,000+ stores, 63M members. Guming: ~9,500 stores. Chabaidao: ~8,000 stores. Nayuki: ~1,000 stores.

**5 since 2021:** Nayuki (HKSE Jun 2021), Chabaidao (HKSE Apr 2024), Guming (HKSE Feb 2025), Mixue (HKSE Mar 2025, +43% day 1), Chagee (Nasdaq Apr 2025, \$411M raised, ticker CHA).

**5,000+ overseas outlets** by end 2024. Mixue: 4,800+ in 14 countries (7 SEA warehouses). Chagee: 169 stores, LA entry. Heytea: 70 stores (Times Square NYC). Southeast Asia dominates. US/EU expansion accelerating.

High sugar/trans-fat risks (obesity, diabetes, heart disease). Industry responded: **fresh juice replacing syrup, real milk replacing creamer**. 50% consumers prefer sugar-free options. Chagee first to get Malaysia health certification ( $\leq 5\text{g}$  sugar/100ml).

### Data Sources & References

**Primary:** [China Chain Store & Franchise Association \(CCFA\) — Industry Reports](#)

**Primary:** [iiMedia Research — China New-Style Tea Beverage Market Data](#)

**Primary:** [SEC EDGAR — Chagee Holdings IPO Filing \(Nasdaq: CHA\)](#)

**BusinessStats:** All market sizing, brand rankings, consumer analysis, and forecasts are based on BusinessStats proprietary research combining company filings, IPO prospectuses, industry association data, consumer surveys, and store-level tracking across China and 14+ overseas markets.

Market value figures in Chinese yuan (¥) with approximate USD conversions at prevailing rates. Store counts are approximate and subject to rapid change due to franchise openings and closures. Revenue and profit figures from company IPO prospectuses and quarterly filings. All analysis and commentary by BusinessStats Research Desk. This report does not constitute investment advice. Bubble Tea China 2026 Mixue Ice Cream Tea Chagee IPO Heytea Nayuki Chinese Tea Brands New-Style Tea Boba Tea Statistics China Consumer Market Overseas Expansion

## STATISTICS REPORT

# Confectionery Worldwide — Statistics & Facts 2026

 Updated Mar 23, 2026 · [businessstats.com/confectionery-worldwide](https://businessstats.com/confectionery-worldwide)

|                                     |                                        |                                      |
|-------------------------------------|----------------------------------------|--------------------------------------|
| <b>\$228B</b><br>GLOBAL MARKET 2026 | <b>\$22B</b><br>MARS REVENUE (LEADER)  | <b>58%</b><br>CHOCOLATE MARKET SHARE |
| <b>38%</b><br>EUROPE REVENUE SHARE  | <b>10 kg</b><br>PER CAPITA CONSUMPTION | <b>3.3%</b><br>MARKET CAGR 2026-2034 |

## Overview

### Confectionery Worldwide 2026 — A \$228 Billion Industry of Indulgence

The global confectionery market encompasses one of the oldest and most culturally embedded food categories in human history — chocolate, candy, gum, ice cream, and preserved pastry goods that serve as both everyday indulgences and celebration staples across virtually every culture on earth. Valued at approximately **\$228 billion in 2026**, the market has grown steadily from approximately \$221 billion in 2025 and \$192 billion in 2020, demonstrating remarkable resilience through the pandemic, inflationary pressures, and shifting consumer health preferences. The industry supports approximately 2,500 active manufacturers worldwide, ranging from multinational corporations like Mars, Mondelez, and Ferrero that operate across dozens of countries to artisanal chocolatiers and regional candy makers that serve local markets. Confectionery products are deeply integrated into seasonal retail cycles — in the United States alone, the four major candy seasons (Valentine's Day, Easter, Halloween, and winter holidays) accounted for 63% of all confectionery sales in 2025. The U.S. market reached a record **\$55 billion in confectionery sales** in 2025, with 99.8% of American households purchasing confectionery products at least once during the year. For context on the broader global economy driving consumer spending see our [global economy statistics](#).

The confectionery industry in 2026 is being shaped by several powerful and sometimes contradictory forces. On one hand, premiumisation is driving growth at the high end — consumers are willing to pay significantly more for artisanal, single-origin, organic, and ethically sourced confectionery products. On the



other hand, health consciousness is pressuring the industry to reformulate products with reduced sugar, natural ingredients, and functional health benefits. Dark chocolate, sugar-free alternatives, and plant-based confectionery are all growing faster than the overall market. The rise of e-commerce has transformed distribution — online confectionery sales have grown dramatically since 2020, with direct-to-consumer chocolate brands and specialty candy retailers building significant businesses outside traditional supermarket channels. Meanwhile, cocoa price volatility remains a persistent challenge: cocoa prices surged to record highs in 2024-2025, driven by climate-related crop failures in West Africa, putting pressure on margins across the chocolate segment that accounts for nearly 60% of total market value. For context on how retail distribution channels are evolving globally see our [retail e-commerce sales growth worldwide statistics](#).

The global confectionery market is worth \$228 billion in 2026, with chocolate commanding 58-60% of market value. Mars leads at \$22B in revenue, Europe dominates with 38% share, and global per capita consumption has crossed 10 kg per year for the first time. The industry supports 2,500+ manufacturers worldwide.

Market Size

## Global Confectionery Market Size 2018-2026 — Steady Growth to \$228 Billion

The global confectionery market has demonstrated consistent growth over the past decade, expanding from approximately \$165 billion in 2018 to **\$228 billion in 2026** — representing cumulative growth of approximately 38% over eight years. The market experienced its only significant contraction in 2020, when the COVID-19 pandemic caused a 7.1% decline in global confectionery sales as lockdowns disrupted retail channels, reduced impulse purchasing, and curtailed the seasonal celebrations that drive a substantial portion of confectionery consumption. However, recovery was swift: the market rebounded strongly in 2021 and 2022, driven by pent-up demand, comfort eating trends during extended periods of social restriction, and the rapid expansion of e-commerce delivery channels that offset the decline in physical retail traffic. Since 2023, growth has normalised to approximately 3-4% annually — a rate that reflects the maturity of developed markets balanced against faster growth in emerging economies where rising incomes and urbanisation are expanding the addressable consumer base. The market is projected to reach approximately **\$295 billion by 2034** at a CAGR of 3.26%. Supermarkets and hypermarkets remain the dominant distribution channel, accounting for approximately 56% of global confectionery sales in 2026, though online channels are the fastest-growing segment. For context on how purchasing power varies

across markets see our [largest economies by GDP statistics](#).

Global Confectionery Market 2018-2026  
 Global Confectionery Market Size — Billions USD  
 USD Billions - BusinessStats Research 2026  
 \$228B 2026 Market Market Size (Actual) Projected

CAGR 3.3% Sources: BusinessStats Research Desk - Global Confectionery Market Analysis 2026

Top Companies

## Top Confectionery Companies 2026 — Mars Leads the \$75 Billion Pack

The global confectionery industry is dominated by a relatively small number of multinational corporations that collectively control approximately 45-55% of total market revenue. Mars Incorporated, the privately-held American company founded in 1911, leads the industry with approximately **\$22 billion in confectionery net sales** (2023 data), powered by iconic brands including M&M's, Snickers, Milky Way, Twix, and Skittles. Mars has a brand value estimated at \$45 billion in 2026 and a CAGR of 3.8%. Mondelez International follows at approximately **\$14.4 billion**, driven by global brands including Cadbury, Milka, Toblerone, and Oreo. Perhaps the most impressive performer is Italian-based Ferrero, which ranks third at **\$13 billion** with the highest growth rate among the top five at 4.5% CAGR — testament to the strength of Ferrero Rocher, Nutella, and Kinder brands. The Hershey Company (\$10.3 billion) and Nestle (\$8.45 billion in confectionery) round out the top five. Together, the top three companies alone generate \$49 billion — representing approximately 65% of the top seven companies' combined \$75 billion in revenue. For context on how these companies rank among the world's largest corporations see our [biggest companies by market value statistics](#).

## Competitive Strategies — Premiumisation, AI, and Sustainability

The top confectionery companies are pursuing several strategic priorities in 2026 to maintain and expand their market positions. Premiumisation remains the most important revenue growth driver: companies are launching premium sub-brands and limited-edition products that command 40-100% price premiums over standard offerings. Ferrero has been particularly aggressive in this space, leveraging its premium positioning with exclusive travel retail products and gifting-focused packaging. Mars and Mondelez are investing heavily in digital marketing and e-commerce capabilities, recognising that online channels now represent the fastest-growing distribution segment. Sustainability has become a competitive differentiator: all top-five companies have committed to sustainable cocoa sourcing programs, with investments in farmer training, reforestation, and fair-trade certification. Product innovation is accelerating, with companies

launching plant-based alternatives, sugar-free ranges, and functional confectionery enriched with vitamins or probiotics to capture the health-conscious consumer segment that might otherwise avoid traditional candy. In September 2025, Mars announced a collaboration with Unreasonable Group to support fourteen new ventures focused on research and innovation, signalling continued investment in next-generation confectionery products.

## Product Segments

### Confectionery Product Segments — Chocolate Dominates at 58%

The global confectionery market is divided into three primary product segments, each with distinct growth dynamics, consumer demographics, and competitive landscapes. Chocolate confectionery is by far the largest segment, accounting for approximately **58-60% of total global confectionery market value** — or approximately \$132-137 billion in 2026. The chocolate segment encompasses bars, pralines, truffles, coated snacks, and boxed chocolates, with premiumisation driving the highest growth within this category. The global chocolate confectionery market alone was valued at approximately \$163.8 billion in 2024 and is projected to reach \$271 billion by 2032 at a CAGR of 6.62%. Europe dominates chocolate consumption with 52% of the global chocolate market, driven by Switzerland, Belgium, Germany, Austria, and the UK where per capita chocolate consumption reaches 9-10 kg annually — compared to the global average of approximately 0.9 kg. Sugar confectionery — encompassing hard candies, gummies, chewy sweets, mints, and lollipops — represents approximately **30-32% of global confectionery value**. This segment has shown particularly strong growth in non-chocolate candy categories, which grew from one-third of U.S. confectionery market share in 2015 to 40.9% in 2025, driven by the explosive popularity of gummy and chewy formats among younger consumers. Gum and specialty candies account for the remaining 8-10%.

Global Confectionery by Product Type 2026 Confectionery Market Value Split by Segment 2026 % of total market value - BusinessStats Research 2026

### Chocolate Confectionery — The Premium Engine

The chocolate segment is experiencing a premiumisation wave that is reshaping the entire industry. Consumers are increasingly willing to pay premium prices for artisanal chocolates made from single-origin cacao, organic ingredients, and ethical sourcing practices. Dark chocolate has emerged as a particularly strong growth category, driven by consumer perceptions of health benefits — dark chocolate is rich in antioxidants and typically contains less sugar than milk chocolate. In the United States, milk chocolate remains the most popular variety (favoured by 57% of consumers during holiday seasons), but dark

chocolate has grown to approximately 23% of consumption, up from approximately 15% a decade ago. The cocoa supply chain remains a significant concern: approximately 70% of the world's cocoa is produced in West Africa (primarily Ivory Coast and Ghana), and successive years of unfavourable weather, disease, and aging tree stock have driven cocoa bean prices to record levels in 2024-2025 — forcing chocolate manufacturers to either absorb margin pressure or implement price increases that risk reducing consumer volumes.

## Sugar Confectionery — Gummies and Freeze-Dried Lead Growth

The sugar confectionery segment is being transformed by generational taste shifts. While Baby Boomers continue to favour traditional milk and dark chocolate, Gen Z and Millennials over-index significantly for gummy, chewy, and freeze-dried candy formats. The freeze-dried candy trend — where brands like Mars have launched products such as Skittles Pop'd featuring a crispy, airy texture created through freeze-drying — has become one of the fastest-growing novelty categories in the industry. Nostalgic candy is also experiencing a resurgence: approximately one-third of consumers, especially Gen Z and Millennials, have expressed strong interest in exact re-releases of retro candy products, creating opportunities for brands to relaunch discontinued favourites. The sugar confectionery segment is also where health reformulation is most active, with sugar-free, organic, and vitamin-fortified gummies growing at double-digit rates as consumers seek indulgence with perceived health benefits. For context on the [energy drinks market worldwide](#) which shares similar demographic trends and health-reformulation dynamics.

### Regional Markets

## Regional Confectionery Markets — Europe Leads, Asia-Pacific Fastest Growing

Europe is the undisputed global centre of confectionery consumption and production, accounting for approximately **38% of global confectionery market revenue** — valued at approximately \$84 billion in 2025 and projected to reach \$86 billion in 2026. The region's dominance is driven by deeply embedded cultural traditions of chocolate and candy consumption, extremely high per capita spending, and the presence of many of the world's leading confectionery companies. Switzerland, Belgium, Germany, Austria, and the United Kingdom are the global epicentres of chocolate culture, with per capita consumption levels approximately five times the global average. Germany is particularly significant as both a major consumer and the world's largest exporter of chocolate confectionery, with approximately \$6.3 billion in chocolate exports annually. The United Kingdom is the largest importer of chocolate at approximately \$4 billion

annually. North America represents the second-largest regional market at approximately **\$55 billion in the United States alone** (2025), driven by strong seasonal consumption patterns, extensive retail distribution, and high household penetration — 99.8% of U.S. households purchased confectionery at least once in 2025.

Regional Confectionery Revenue 2025 Confectionery Revenue by Region - USD Billions USD Billions - BusinessStats Research 2026 \$84B Europe Leads 38% Europe Share

Europe 5x global avg consumption Sources: BusinessStats Research Desk - Regional Confectionery Analysis 2026

The Asia-Pacific region, while currently accounting for approximately 14% of global confectionery revenue, is the fastest-growing major market — driven by rising disposable incomes, rapid urbanisation, and the expansion of Western-style confectionery consumption in China, India, Indonesia, and Southeast Asia. China generates approximately \$80 billion in confectionery revenue annually (broadly defined to include bakery confectionery and ice cream), making it one of the two largest single-country markets alongside the United States. However, per capita confectionery consumption in China and India remains well below Western levels, representing enormous untapped growth potential. India in particular is experiencing rapid growth in branded chocolate consumption as international companies including Nestle, Mars, and Mondelez expand their local manufacturing and distribution footprints to reach the country's growing urban middle class. For emerging market context see our [countries with the largest GDP statistics](#).

Consumption Trends

## Global Confectionery Consumption — 76 Million Metric Tons Consumed Annually

Global consumption of confectionery food products has reached approximately **76.31 million metric tons annually**, with preserved pastry goods and cakes accounting for the largest share by volume, followed by ice cream at 21.48 million metric tons. Per capita confectionery consumption crossed the 10-kilogram threshold for the first time in 2025, reaching an estimated **10.03 kilograms per person globally** — and this figure is projected to continue growing to approximately 10.7 kilograms by 2029. However, this global average masks dramatic variation between countries: Switzerland leads the world in chocolate consumption at approximately 9 kilograms per capita per year (chocolate alone, not total confectionery), while Germany, Austria, and the UK follow closely. In terms of regular confectionery consumption habits, Germany and the United Kingdom stand out: in both countries, approximately **52% of consumers** stated

they regularly eat candy and chocolate products — compared to 39% in the United States and only 27% in China. These consumption patterns reflect deep cultural differences in attitudes toward sweets, snacking habits, and the role of confectionery in daily life and celebrations.

Per Capita Consumption 2019-2029 Global Confectionery Per Capita Consumption (kg) Kilograms per person per year - BusinessStats Research 2026 10 kg Per Capita 2025 10.7 Forecast 2029

Crossed 10 kg threshold in 2025 Sources: BusinessStats Research Desk - Global Consumption Analysis 2026

## Generational Preferences — Gen Z Reshaping the Market

Confectionery consumption patterns vary significantly by generation, creating both challenges and opportunities for manufacturers. Baby Boomers (born 1946-1964) show the strongest preference for traditional milk and dark chocolate products, gravitating toward established heritage brands and classic flavour profiles. They are the most brand-loyal generation in confectionery and the least likely to experiment with novel formats. Gen X (born 1965-1980) bridges traditional and modern preferences, showing strong engagement with premium and artisanal chocolate while also embracing sugar-free alternatives driven by health awareness. Millennials (born 1981-1996) are the most influential generation for confectionery market trends — they drive the premiumisation trend, value ethical sourcing and sustainability credentials, and are the primary audience for direct-to-consumer online chocolate brands. They over-index for organic and single-origin products and are willing to pay significant premiums for perceived quality and provenance. Gen Z (born 1997-2012) is reshaping the non-chocolate candy segment: they over-index dramatically for gummy, chewy, sour, and freeze-dried candy formats, and are the primary audience for novelty and limited-edition products. Approximately one-third of Gen Z consumers express strong interest in nostalgic candy re-releases. Social media plays a disproportionate role in Gen Z confectionery discovery and purchasing decisions, with platforms like TikTok driving viral candy trends that can create sudden demand spikes for specific products. For context on how social media influences consumer behaviour across industries see our [social media statistics](#).

The distribution landscape for confectionery has evolved considerably since 2020. While supermarkets and hypermarkets continue to dominate at approximately 56% of global sales, convenience stores remain critically important for impulse confectionery purchases — particularly single-serve bars and small candy packs. Online channels have grown from a negligible share pre-pandemic to an increasingly significant distribution channel, with direct-to-consumer premium chocolate brands building multi-million-dollar businesses entirely outside traditional retail. The travel retail channel has also rebounded strongly post-



pandemic, with airports and duty-free shops representing a high-value channel for premium boxed chocolates and gifting products. Ferrero, Lindt, and other premium brands have invested heavily in travel retail-exclusive products designed specifically for the gifting occasion that airport shopping represents.

Regular Confectionery Consumers by Country 2025 % of Population Regularly Eating Candy and Chocolate  
% of consumers - BusinessStats Research 2026

## Seasonal Consumption — The Big Four Drive 63% of U.S. Sales

Confectionery consumption is highly seasonal in most Western markets, with a disproportionate share of annual sales concentrated around major holidays and celebrations. In the United States, the four primary candy seasons — Valentine's Day, Easter, Halloween, and winter holidays — together accounted for **63% of all confectionery sales in 2025**. Halloween remains the single largest confectionery occasion, followed closely by the winter holiday season. Easter drives significant sales of premium boxed chocolates and novelty candy. Beyond the traditional "big four," confectionery companies are increasingly promoting candy consumption for secondary occasions including Mother's Day, Father's Day, the Fourth of July, and even back-to-school season — extending the seasonal purchase calendar and reducing reliance on the four peak periods. Gifting represents a particularly lucrative subsegment, with premium boxed chocolates and branded gift sets commanding significantly higher price points than everyday confectionery purchases. For context on how [Amazon](#) has transformed seasonal confectionery distribution through its e-commerce platform.

Germany and the UK lead global confectionery consumption with 52% of consumers regularly eating candy and chocolate. Switzerland tops chocolate per capita at 9 kg/year. The U.S. market reached \$55B in 2025 with 99.8% household penetration. Seasonal occasions drive 63% of American confectionery sales.

Industry Trends

## Confectionery Industry Trends 2026 — Health, Sustainability, and E-Commerce

The confectionery industry is navigating a complex landscape of consumer trend shifts that are reshaping product development, marketing, and distribution strategies across the sector. The most significant trend is the tension between indulgence and health consciousness — consumers simultaneously want premium, indulgent treats and healthier alternatives with reduced sugar, natural ingredients, and functional benefits. This has created a bifurcation in the market: traditional full-sugar products remain dominant by volume, but

the fastest growth is in reformulated products including sugar-free gummies, dark chocolate with high cocoa content, organic candies, and functional confectionery containing vitamins, probiotics, or plant-based proteins. Private-label confectionery is another significant trend: store-brand chocolates and candies are gaining market share as retailers develop increasingly sophisticated private-label programs that deliver comparable quality at lower price points, putting pressure on national brands' pricing power.

E-commerce and direct-to-consumer distribution have become essential growth channels. Online confectionery sales surged during the pandemic and have continued to grow as consumers discover the convenience of home-delivered treats and the wider variety available online compared to physical retail shelves. Subscription candy boxes, personalised chocolate gifts, and specialty online retailers have created new market segments that barely existed before 2020. Sustainability has moved from a nice-to-have to a competitive necessity: major manufacturers are investing in sustainable cocoa sourcing programs, recyclable and compostable packaging, carbon footprint reduction, and fair-trade certification. Consumer awareness of ethical sourcing — particularly regarding child labour concerns in West African cocoa farming — has made supply chain transparency a reputational requirement for mainstream confectionery brands. For broader retail and e-commerce context see our [global e-commerce growth statistics](#).

Top Confectionery Markets by Country 2025 [Click column to sort](#)

| COUNTRY        | REVENUE \$B | PER CAPITA \$ | REGULAR CONSUMERS % | GROWTH OUTLOOK |
|----------------|-------------|---------------|---------------------|----------------|
| China          | \$89B       | \$63          | 27%                 | High Growth    |
| United States  | \$55B       | \$165         | 39%                 | Moderate       |
| Germany        | ~\$25B      | \$298         | 52%                 | Stable         |
| United Kingdom | ~\$22B      | \$326         | 52%                 | Stable         |
| Japan          | ~\$18B      | \$144         | ~35%                | Moderate       |
| France         | ~\$14B      | \$213         | ~42%                | Stable         |
| India          | ~\$8B       | \$5.6         | ~18%                | Very High      |
| Brazil         | ~\$10B      | \$47          | ~30%                | High Growth    |

Forecast 2034

## Confectionery Market Forecast 2034 — Approaching \$295 Billion

The global confectionery market is projected to reach approximately **\$295 billion by 2034**, growing at a CAGR of 3.26% from 2026. Growth will be driven by continued premiumisation in developed markets, rapidly expanding consumption in emerging economies — particularly India, China, Indonesia, and Brazil — and the ongoing diversification of product formats into health-conscious, functional, and plant-based categories. Europe is expected to maintain its leadership position, with the regional market projected to reach approximately \$168 billion by 2034 at a 6% CAGR. The UK and China are forecast to show the strongest growth rates among major markets at 6.5% and 7.5% CAGR respectively through 2035. The chocolate segment will continue to dominate, though sugar confectionery's share may continue to grow as gummy and chewy formats gain ground. The industry faces headwinds from cocoa supply constraints, sugar taxation in multiple countries, and potential regulatory pressure on marketing confectionery to children — but these challenges are expected to be more than offset by product innovation, market expansion, and consumers' enduring desire for affordable indulgence.

### Cocoa Supply Challenge — Record Prices Pressure the Industry

One of the most significant challenges facing the global confectionery industry through the forecast period is the volatility and structural pressure on cocoa supply. Approximately 70% of the world's cocoa beans are produced in West Africa, primarily in Ivory Coast and Ghana, where successive years of unfavourable weather patterns, crop disease (particularly swollen shoot virus), aging tree plantations, and under-investment in farmer livelihoods have constrained production and driven cocoa bean prices to record highs in 2024-2025. These elevated input costs flow directly through to chocolate manufacturers, who face the choice of absorbing margin pressure, reducing chocolate content in their products (a practice known as "shrinkflation"), or passing costs through to consumers via price increases. All three strategies carry risks: margin compression reduces profitability, shrinkflation erodes consumer trust when noticed, and price increases may reduce purchase volumes — particularly in price-sensitive emerging markets where chocolate consumption is still in its growth phase. Major chocolate companies including Mars, Mondelez, and Ferrero have responded with long-term sustainable cocoa sourcing programs that invest in farmer training, reforestation, disease-resistant tree varieties, and fair-trade pricing — both to secure future supply and to address the ethical concerns around child labour and deforestation that have long plagued the West African cocoa industry. The resolution of the cocoa supply challenge will be a critical determinant of chocolate confectionery growth rates through the remainder of the decade.



## Sugar Taxation — Regulatory Headwinds in Key Markets

An additional regulatory challenge is the growing adoption of sugar taxes across multiple markets. The United Kingdom's sugar levy, Mexico's soda and junk food taxes, and similar measures in over 50 countries worldwide have created pricing pressure on high-sugar confectionery products and incentivised reformulation toward lower-sugar alternatives. While the direct impact on total confectionery consumption has been modest — the UK confectionery market has continued to grow despite its sugar levy — these measures signal a broader regulatory direction that may intensify over the forecast period. The confectionery industry has responded proactively: virtually all major manufacturers have launched reduced-sugar product lines, portion-controlled packaging, and sugar-free alternatives that use stevia, erythritol, and other natural sweeteners. The industry's ability to adapt product formulations while maintaining the sensory experience that consumers expect will be a key competitive differentiator through 2034.

Confectionery Market Forecast 2034  
Global Confectionery — Key Projections to 2034 \$295B  
Market Size 2034 (proj.) 3.3% CAGR 2026-2034 \$168B  
Europe Market 2034 10.7 kg Per Capita 2029 (proj.) 7.5%  
China CAGR to 2035 \$62B  
U.S. Sales 2030 (proj.)

FAQ

## Frequently Asked Questions — Confectionery Worldwide

The global confectionery market is valued at approximately **\$228 billion in 2026**, up from \$221 billion in 2025. It is projected to reach \$295 billion by 2034 at a CAGR of 3.26%.

**Mars Incorporated leads with \$22 billion in net sales.** Mondelez follows at \$14.4B, Ferrero at \$13B, Hershey at \$10.3B, and Nestle at \$8.45B.

**Europe dominates with 38% of global market revenue (~\$84B).** Germany and the UK lead with 52% of consumers regularly eating confectionery. Switzerland has the highest chocolate per capita at ~9 kg/year.

Chocolate accounts for **58-60% of global confectionery market value**. Sugar confectionery holds 30-32%, and gum/specialty candies represent 8-10%.

Global per capita confectionery consumption is **10.03 kg/year** in 2025, projected to reach 10.7 kg by 2029. Switzerland leads chocolate consumption at ~9 kg per person.

Data Sources & References



**Primary:** [Fortune Business Insights - Market Research Report 2026](#)

**Primary:** [Statista - Global Industry Statistics 2025](#)

**Supporting:** [NCA - 2026 State of Treating Report](#) · IMARC Group - Industry Market Report 2025 · Mordor Intelligence - Market Analysis 2026 · Company annual reports (Mars, Mondelez, Ferrero, Hershey, Nestle)

All dollar figures are in USD unless otherwise stated. Company revenue data based on most recent available annual reports (primarily 2023 fiscal year). Market size estimates represent industry analyst consensus from multiple research firms. Per capita consumption figures include all confectionery sub-segments. Forecasts are projections subject to revision based on economic conditions, commodity prices, and regulatory changes. Confectionery Market 2026Global Chocolate StatisticsMars RevenueCandy Industry StatsConfectionery CompaniesChocolate Market SizeSugar ConfectioneryEuropean ChocolateConfectionery ConsumptionFood Industry 2026

## STATISTICS REPORT

# Nike Revenue — Statistics & Facts 2026

 Updated May 30, 2026 · [businessstats.com/nikes-sales-worldwide-since-2005](https://businessstats.com/nikes-sales-worldwide-since-2005)

|                                       |                                  |                                     |
|---------------------------------------|----------------------------------|-------------------------------------|
| <b>\$51.4B</b><br>FY2024 PEAK REVENUE | <b>\$46.3B</b><br>FY2025 REVENUE | <b>+275%</b><br>GROWTH SINCE FY2005 |
| <b>66%</b><br>FOOTWEAR SHARE          | <b>43%</b><br>DIRECT-TO-CONSUMER | <b>\$7.7B</b><br>CHINA REVENUE      |

## Overview

### Nike Revenue 2005–2026 — From \$13.7B to \$51.4B Peak in Two Decades

Nike, Inc. has built one of the most extraordinary revenue growth stories in the history of consumer goods. Founded in 1964 as Blue Ribbon Sports and formally incorporated as Nike in 1971, the company spent its first three decades establishing itself as the dominant athletic footwear brand in the United States before embarking on an aggressive global expansion. By FY2005 (fiscal year ending May 31, 2005), Nike reported annual revenues of **\$13.74 billion** — already a massive figure for a sportswear company, but just the beginning of a two-decade acceleration that would nearly quadruple annual revenues to a peak of **\$51.4 billion in FY2024**. This journey represents a compound annual growth rate (CAGR) of approximately **7.3% over 19 years** — remarkable sustained growth for a company of Nike's scale, in an industry that became increasingly competitive over the same period.

The story of Nike's revenue from 2005 to 2026 can be divided into four distinct phases. The first phase (FY2005–FY2012) was one of **steady global expansion** — Nike grew from \$13.7B to \$24.1B as it systematically penetrated emerging markets (China, India, Brazil), expanded its apparel and equipment lines beyond footwear, and benefited from major sporting events (2008 Beijing Olympics, 2010 FIFA World Cup, 2012 London Olympics) that amplified its marketing reach. The second phase (FY2012–FY2020) saw Nike execute a **strategic premiumisation and DTC shift** — growing from \$24.1B to \$37.4B while deliberately elevating average selling prices, reducing promotional activity, and investing in the Nike+ digital ecosystem that would later power its direct-to-consumer revolution. The third phase (FY2020–FY2024) delivered **explosive post-pandemic growth**, with revenue surging from \$37.4B to \$51.4B as consumers shifted spending toward athleisure and wellness, Nike's DTC channels outperformed,

and the Jordan Brand reached its highest-ever revenue. The fourth phase — beginning FY2025 — is a **painful but strategic reset** as the company navigates intensifying competition, right-sizes its wholesale channel relationships, and invests for long-term DTC-led growth. Understanding this trajectory requires familiarity with the dynamics of [global financial markets](#) and how brand equity translates into pricing power and sustainable margin expansion.

The scale of Nike's current business is difficult to comprehend without context. At FY2024 revenue of \$51.4 billion, Nike generated approximately **\$140.8 million per day, \$5.9 million per hour, or \$97,700 per minute** — 365 days a year. Nike's gross profit alone (\$22.9 billion in FY2024) exceeds the total annual revenues of most of the world's largest sportswear brands. The company sells products in more than 190 countries, operates approximately 1,000 owned retail locations, maintains approximately 30,000 wholesale accounts globally, and reaches consumers through a digital ecosystem that includes Nike.com, the Nike app, the SNKRS app, Nike Training Club, and Nike Run Club — with a combined registered user base exceeding **300 million people**. For context on how Nike's revenue compares to other major subscription-based consumer platforms, see our analysis of [Spotify's revenue and subscriber data](#) — Nike's annual revenue is approximately 9× that of Spotify despite operating in the physical goods sector.

Nike annual revenue grew from \$13.74B in FY2005 to a peak of \$51.4B in FY2024 — a 275% increase over 19 fiscal years at a CAGR of approximately 7.3%. FY2025 revenue declined to \$46.3B amid strategic restructuring. Footwear (66%), apparel (28%), and equipment (6%) form the three revenue segments. North America remains the #1 geography at \$21.4B.

Annual Revenue

## Nike Annual Revenue 2005–2026 — Full Year-by-Year Data

Nike's fiscal year runs from June 1 to May 31, meaning FY2024 covers June 2023 through May 2024. The company has reported annual revenue growth in the vast majority of fiscal years over the past two decades, with only three notable contractions: **FY2009** (slight decline due to the global financial crisis), **FY2020** (decline from \$39.1B to \$37.4B due to COVID-19 pandemic store closures and supply chain disruptions), and **FY2025** (decline from \$51.4B to \$46.3B due to strategic restructuring and competitive pressures). The overall trend, however, is unmistakably upward — with the FY2025 decline representing a deliberate repositioning rather than a structural impairment of Nike's business model.

Several fiscal years stand out as particularly significant milestones. **FY2012** marked Nike's crossing of the \$24 billion threshold, establishing it as unambiguously the world's largest sportswear company by a

significant margin. **FY2015** (\$30.6B) saw Nike become the first sportswear company to cross \$30 billion in annual sales, driven by strong North American performance and the launch of the Nike+ digital platform that would later anchor the DTC strategy. **FY2019** (\$39.1B) represented Nike's pre-COVID peak, before the pandemic disrupted both supply chains and retail channels. **FY2021** (\$44.5B) was a landmark as Nike demonstrated the power of its DTC model: while many physical retail-dependent competitors struggled, Nike's Nike.com and app revenues surged 54% in the fiscal year, helping total revenue recover and exceed pre-pandemic levels faster than virtually all industry peers. The company's US financial market performance — and the investor confidence embedded in its equity valuation — reflects this demonstrated channel resilience.

## Nike Annual Revenue — FY2005 to FY2026 (\$ Billions)

The navy bar chart below covers every fiscal year from FY2005 through FY2026, with the FY2026 projection shown in a distinct lighter shade. Hover or tap each bar for the exact revenue figure and fiscal year. Note the COVID-19 dip in FY2020, the rapid recovery in FY2021, the consecutive record years FY2023 (\$51.2B) and FY2024 (\$51.4B), and the FY2025 decline to \$46.3B.

Annual Revenue Nike Annual Revenue — FY2005 to FY2026 (\$ Billions) BusinessStats Research · Nike Inc. SEC 10-K Filings · FY ends May 31 \$51.4B FY2024 — Peak Actual Revenue Projection CAGR +7.3% (FY2005–FY2024) Sources: BusinessStats Research · Nike Inc. Annual Reports (10-K) · SEC EDGAR

## Nike Revenue — Complete Year-by-Year Table

The sortable table below provides comprehensive year-by-year Nike revenue data from FY2005 through FY2025, including gross profit, net income, and year-over-year growth rate. Click any column header to sort. FY2020 shows the COVID impact clearly — a rare Nike revenue contraction. FY2021 shows the remarkable DTC-driven recovery. FY2025 shows the ongoing restructuring impact.

Nike Annual Revenue — FY2005 to FY2025 Click column to sort

| FISCAL YEAR | REVENUE | GROSS PROFIT | NET INCOME | YOY GROWTH | GROSS MARGIN |
|-------------|---------|--------------|------------|------------|--------------|
| FY2025      | \$46.3B | \$20.5B      | \$3.3B     | -9.9%      | 44.3%        |
| FY2024      | \$51.4B | \$22.9B      | \$5.7B     | +0.3%      | 44.6%        |
| FY2023      | \$51.2B | \$22.3B      | \$5.1B     | +9.9%      | 43.5%        |
| FY2022      | \$46.7B | \$20.9B      | \$5.1B     | +4.9%      | 44.8%        |

|        |         |         |        |        |       |
|--------|---------|---------|--------|--------|-------|
| FY2021 | \$44.5B | \$19.9B | \$5.7B | +19.1% | 44.7% |
| FY2020 | \$37.4B | \$16.3B | \$2.5B | -4.4%  | 43.6% |
| FY2019 | \$39.1B | \$17.5B | \$4.0B | +7.5%  | 44.7% |
| FY2018 | \$36.4B | \$16.0B | \$1.9B | +5.8%  | 43.8% |
| FY2017 | \$34.4B | \$15.3B | \$4.2B | +6.1%  | 44.5% |
| FY2016 | \$32.4B | \$14.9B | \$3.8B | +5.8%  | 46.1% |
| FY2015 | \$30.6B | \$14.1B | \$3.3B | +10.1% | 46.1% |
| FY2014 | \$27.8B | \$12.4B | \$2.7B | +9.8%  | 44.8% |
| FY2013 | \$25.3B | \$11.0B | \$2.5B | +4.8%  | 43.6% |
| FY2012 | \$24.1B | \$10.5B | \$2.2B | +15.6% | 43.7% |
| FY2011 | \$20.9B | \$9.2B  | \$2.1B | +9.7%  | 44.0% |
| FY2010 | \$19.0B | \$8.4B  | \$1.9B | -0.9%  | 44.0% |
| FY2009 | \$19.2B | \$8.3B  | \$1.5B | +3.0%  | 43.4% |
| FY2008 | \$18.6B | \$8.2B  | \$1.9B | +14.1% | 44.0% |
| FY2007 | \$16.3B | \$7.2B  | \$1.5B | +9.1%  | 44.2% |
| FY2006 | \$14.9B | \$6.6B  | \$1.4B | +8.7%  | 44.2% |
| FY2005 | \$13.7B | \$6.0B  | \$1.2B | +12.3% | 43.8% |

## Revenue by Segment

## Nike Revenue by Product Segment — Footwear 66%, Apparel 28%, Equipment 6%

Nike reports revenue across three primary product segments: **footwear**, **apparel**, and **equipment**. In FY2024, footwear generated approximately **\$33.9 billion (66%)** of total revenue — a dominance that reflects Nike's heritage as a shoe company and the extraordinary commercial success of its shoe lines across performance, lifestyle, and limited-edition categories. Nike footwear includes everything from the Air Jordan 1 retro sneaker (a cultural phenomenon commanding hundreds of dollars in resale) to the Nike Vaporfly racing shoe (a performance product that has dominated elite marathon running since its launch).

The breadth of Nike's footwear portfolio — from under \$50 to over \$250 at retail, with secondary market prices reaching \$500-2,000+ for limited editions — gives the company pricing power across virtually every consumer segment.

**Apparel** contributed approximately **\$14.4 billion (28%)** to FY2024 revenue, encompassing sports performance clothing (training, running, basketball, football, soccer), lifestyle apparel (the "swoosh" fleece, tech fleece, and similar lifestyle items), and collaborations with designers, artists, and other brands. Nike apparel has grown significantly as a revenue share since 2010 — when it represented just 24% of revenue — reflecting the rise of "athleisure" as a dominant global fashion trend. The COVID-19 pandemic dramatically accelerated this trend: as office workers shifted to remote work and consumers prioritised comfort, athletic-inspired clothing displaced formal wear in wardrobes globally, creating sustained demand for premium sportswear apparel beyond traditional workout occasions. The sports and wellness consumer segment that drives Nike apparel demand has proven remarkably resilient across economic cycles.

**Equipment** — comprising bags, socks, sport balls, protective equipment, and accessories — contributed approximately **\$3.1 billion (6%)** in FY2024, representing the smallest but most margin-diverse product category.

Nike's brand architecture adds an important dimension to segment revenue analysis. Nike Inc. operates not only the core Nike Brand (reporting the segments above) but also **Converse** — the iconic All Star canvas shoe brand acquired in 2003. Converse generated approximately **\$2.1 billion** in FY2024 revenue, reported separately from the Nike Brand segments. Converse has historically been a high-margin contributor to Nike Inc.'s portfolio: its manufacturing cost structure and brand equity in the lifestyle/fashion segment generate gross margins above the Nike Brand average. However, Converse revenue has declined from its FY2022 peak of \$2.35 billion as the fashion canvas sneaker trend moderated and competition from New Balance and Vans intensified. Jordan Brand — Nike's premium basketball and lifestyle sub-brand — is not reported separately in Nike's financial statements but is embedded within the footwear and apparel segments; analysts estimate Jordan Brand generates over **\$5 billion annually** and has become one of the most valuable sports sub-brands in the world.

## Nike Revenue by Product Segment — FY2024 Breakdown

The navy donut chart below illustrates the proportional breakdown of Nike's \$51.4B FY2024 revenue across its three product segments plus Converse (reported separately). The overwhelming footwear dominance is immediately visible — 66 cents of every Nike revenue dollar comes from shoes.

Product Segments Nike Revenue by Segment — FY2024 (\$51.4B Total) BusinessStats Research · Nike Inc.  
FY2024 Annual Report

Key Insight Nike Sells 1 Billion+ Pairs of Shoes Per Year — Air Force 1 Alone: 20M Pairs

Nike sells approximately 900 million to 1 billion+ units of footwear annually across all its brands and licensing arrangements — more than any other company in the world. The Nike Air Force 1, first introduced in 1982, sells approximately 20 million pairs annually at retail prices of \$90-\$200, making it the best-selling Nike silhouette of all time and one of the highest-volume sneakers globally. The Air Jordan franchise — launched in 1985 with Michael Jordan — has sold over 100 million pairs since inception and generates over \$5 billion annually across footwear and apparel, establishing Jordan Brand as a cultural phenomenon that transcends sports into fashion and streetwear. These unit volumes place Nike's manufacturing scale among the largest in any consumer goods category globally.

Revenue by Geography

## Nike Revenue by Geography — North America Leads, China Recovers

**North America** remains Nike's single largest and most profitable geographic segment, generating approximately **\$21.4 billion (42%)** of FY2024 revenue. The US market has been Nike's home base since the company's Oregon origins, and the American consumer's extraordinary appetite for athletic footwear — the US athletic shoe market is approximately \$36 billion annually, the world's largest — provides Nike with a high-volume, high-average-selling-price foundation. North America revenue has shown resilience even during strategic shifts: while Nike reduced wholesale allocations to key US retail partners (including Foot Locker, Dillard's, and department stores) as part of its DTC strategy between 2017 and 2022, the recovered DTC revenue more than compensated. The US consumer's cultural relationship with Nike — particularly through basketball, Jordan Brand, and the sports team market — is deeply embedded and provides a competitive moat that challenger brands have struggled to penetrate despite years of effort. Understanding how US consumer markets drive this kind of brand loyalty requires context from [global e-commerce conversion rates](#) — Nike's digital conversion rates are consistently among the highest in any category.

**Europe, Middle East & Africa (EMEA)** contributes approximately **\$13.1 billion (25%)**, making it Nike's second-largest region. European consumers are avid football (soccer) fans and have embraced Nike's football product line — from boots worn by Cristiano Ronaldo and Kylian Mbappé to replica jerseys of clubs and national teams. Nike holds the kit supply contracts for several of the world's most commercially valuable national football teams, generating significant kit and licensing revenue. Nike's European business

has also benefited from the premium athletic lifestyle trend, with cities like London, Paris, Amsterdam, and Barcelona showing particularly strong demand for limited-edition collaborations and premium lifestyle products.

**Greater China** has been both Nike's greatest growth opportunity and its most significant source of recent revenue volatility. China revenue peaked at approximately **\$9.4 billion in FY2021** before declining to approximately **\$7.7 billion in FY2024** — a \$1.7 billion decline over three years. Multiple factors contributed: a consumer backlash against Western brands following Nike's public statements about Xinjiang cotton sourcing in 2021 (which fuelled "national champion" sentiment and boosted local competitors Li-Ning and Anta), COVID-related lockdowns throughout 2022 that severely disrupted retail operations, a slow consumer confidence recovery in post-COVID China, and the rising quality and cultural appeal of domestic Chinese sportswear brands that now actively compete with Nike and Adidas at similar price points. China's long-term growth potential remains significant — the country is the world's second-largest athletic wear market, growing at 8-10% annually — but the path back to \$9B+ requires rebuilding brand relevance and localising the product pipeline. The broader context of how [China's GDP growth](#) drives consumer spending is essential for projecting Nike's China recovery timeline.

## Nike Revenue by Geography — Regional Breakdown FY2024

The white animated bars below compare Nike's four geographic segments by FY2024 revenue, with North America's \$21.4B dominance clearly illustrated. Note China's \$7.7B — significantly below its \$9.4B FY2021 peak — and APLA's \$5.9B, which includes rapidly growing markets like India, Southeast Asia, and Latin America that may drive the next phase of geographic growth.

By Geography Nike Revenue by Geography — FY2024 (\$ Billions) BusinessStats Research · Nike Inc.  
 FY2024 Annual Report · Geographic segment data

Nike revenue by geography FY2024: North America leads at \$21.4B (42%), EMEA \$13.1B (25%), Greater China \$7.7B (15%), APLA \$5.9B (11%), and Converse (global) \$2.1B (4%). China revenue peaked at \$9.4B in FY2021 before declining due to local brand competition, COVID disruptions, and consumer nationalism. India and Southeast Asia within APLA are the fastest-growing sub-markets.

Direct-to-Consumer

## Nike Direct-to-Consumer Revenue — From 16% (2015) to 43% (2024)

The most transformative strategic story in Nike's 2005–2026 revenue journey is the rise of **Direct-to-Consumer (DTC) revenue** — the shift from selling predominantly through wholesale retail partners (Foot Locker, Dick's Sporting Goods, department stores) to selling directly to consumers through Nike-owned stores, Nike.com, and the Nike app. In FY2015, DTC represented just **16% of Nike Brand revenue** (\$4.5 billion of \$29.6B). By FY2024, DTC had grown to approximately **43% of total Nike revenue** (\$21.8 billion of \$51.4B) — nearly a tripling of the DTC share in just nine years. This shift has had profound implications for Nike's profitability: DTC channels generate gross margins of approximately 60-65% compared to 35-40% for wholesale, making each DTC dollar significantly more valuable to Nike's bottom line.

The digital component of DTC has been the most explosive growth driver. Nike's e-commerce revenue grew from approximately \$1 billion in FY2015 to approximately **\$11.4 billion in FY2024**, making Nike one of the world's largest pure-play digital athletic retailers. The **Nike app**, **SNKRS app** (for limited-edition sneaker releases), **Nike Training Club**, and **Nike Run Club** collectively boast over 300 million registered users — a digital membership base that Nike leverages for targeted product launches, personalised recommendations, and exclusive access programmes that drive both conversion rates and brand loyalty. The SNKRS app in particular has become a cultural phenomenon: limited-edition sneaker drops generate hundreds of thousands of competing entries within minutes, creating artificial scarcity that amplifies brand desirability and drives premium resale pricing on platforms like StockX and GOAT. Nike's ability to manage and monetise digital demand is directly relevant to broader trends in AI-powered personalisation — Nike is one of the early leaders in using machine learning to optimise inventory allocation, pricing, and product recommendations across its digital channels.

Nike's physical DTC includes approximately **1,000 owned retail locations** globally, ranging from Nike Factory Stores (outlet-format, located in outlet malls, selling prior-season inventory at discount) to Nike Sport Retail stores (full-price, experience-focused flagships in premium locations) to Nike Live stores (smaller-format, hyper-localised community stores stocking product curated for the specific neighbourhood's demographic and sport preferences). The flagship Nike stores — including the six-floor Nike House of Innovation in New York's Fifth Avenue and the Nike House of Innovation in Shanghai's Huaihai Road — serve as marketing investments as much as retail venues, creating brand experiences that drive digital engagement and word-of-mouth amplification. Despite the strategic pivot to DTC, Nike remains a major wholesale vendor — approximately 57% of revenue still flows through wholesale partners — but the relationship has been dramatically restructured: Nike now sells to fewer, more strategically

aligned partners (prioritising those who provide premium brand presentation and consumer data sharing), and has exited relationships with mass-market retailers that it deemed incompatible with its premium brand positioning.

## Nike DTC vs Wholesale Revenue Growth — FY2015 to FY2024

The grouped bar chart below compares Nike's DTC and wholesale revenue trajectories over the past decade, illustrating the fundamental shift in channel mix. DTC has grown from \$4.5B to \$21.8B (+384%), while wholesale grew from \$25.1B to \$29.6B (+18%) — a dramatically different growth profile that reflects Nike's deliberate prioritisation of owned channels.

Channel Mix Nike DTC vs Wholesale Revenue — FY2015 to FY2024 (\$ Billions) BusinessStats Research · Nike Inc. Annual Reports 43%DTC Share FY2024 +384%DTC Growth 10yr

DTC growing 20× faster than wholesale Sources: BusinessStats Research · Nike Inc. 10-K Annual Reports FY2015–FY2024

## Nike vs Competitors — Revenue Comparison 2024

Nike's revenue dominance in the global athletic wear market is best understood through direct competitor comparison. The animated rank bars below compare FY2024 revenue for the world's leading athletic footwear and apparel companies, placing Nike's \$51.4B scale in context. Nike generates approximately 2.2× the revenue of Adidas, 4× that of Puma, and 10× that of On Running — the Swiss challenger brand that has captured significant market share from Nike in the premium running category over the past three years.

Nike's direct-to-consumer revenue grew from \$4.5B (16% of revenue) in FY2015 to \$21.8B (43%) in FY2024 — a 384% increase in nine years. Nike.com and the Nike app generate approximately \$11.4B in digital revenue annually. The DTC shift has structural margin benefits: DTC gross margins (~62%) are 20–25 percentage points higher than wholesale (~40%). The FY2028 target is approximately 55–60% DTC mix.

Key Statistics

## Nike Revenue — Key Statistics at a Glance

\$51.4B Peak Revenue — FY2024 Fiscal year ending May 31, 2024. +0.3% vs FY2023 (\$51.2B).

\$46.3B FY2025 Revenue -9.9% YoY. Strategic restructuring + China + competition. +275% 20-Year



Revenue Growth From \$13.7B (FY2005) to \$51.4B (FY2024). CAGR: 7.3%. \$140.8M Revenue Per Day (FY2024) \$5.9M/hour. \$97,700/minute. 365 days a year. 66% Footwear Revenue Share \$33.9B in FY2024. Apparel 28% (\$14.4B). Equipment 6%. 43% DTC Revenue Share \$21.8B in FY2024. Up from 16% in FY2015. Digital: \$11.4B. \$21.4B North America Revenue 42% of total. Largest geographic segment. US market: ~\$36B. \$7.7B China Revenue (FY2024) Down from \$9.4B peak (FY2021). Li-Ning, Anta competition. 44.6% Gross Margin — FY2024 \$22.9B gross profit. DTC margin ~62% vs wholesale ~40%. \$5.7B Net Income — FY2024 Net margin 11.1%. FY2025 net income ~\$3.3B (restructuring). 79,000 Employees Worldwide Down from 83,700 (2023 peak). ~2% workforce cut in 2024. \$5B+ Jordan Brand Revenue (Est.) Embedded in Nike segments. Would rank top 5 sportswear globally.

Forecast 2028

## Nike Revenue Forecast 2028 — Recovery to \$52–58B as DTC Matures

Looking toward FY2028 (fiscal year ending May 2028), Nike's revenue trajectory is expected to return to growth following the FY2025 restructuring trough. Under CEO Elliott Hill — a Nike veteran who returned from retirement in October 2024 to lead the turnaround — Nike has articulated a strategic framework focused on four priorities: **winning in sport** (rebuilding performance credibility in running, basketball, and football), **serving the athlete directly** (deepening DTC digital relationships), **leading with brand power** (recovering investment in storytelling and athlete endorsements that had been reduced under the previous management), and **right-sizing the business** (removing approximately \$2 billion in structural costs through FY2026). If this strategy executes as planned, most analyst forecasts project Nike revenue in the range of **\$52–58 billion by FY2028** — recovering past the FY2024 peak with higher structural margins due to a more favourable DTC mix.

The key growth drivers for FY2026–FY2028 include: a partial recovery in China as local competitive intensity normalises and Nike increases local product development; continued DTC digital growth as the Nike membership ecosystem (300M+ registered users) is more effectively monetised through personalised offers and exclusive access; the rising athletic wear markets of India, Southeast Asia, and Latin America where Nike's brand penetration remains well below its North American and European levels; and innovation-driven product launches in high-growth categories including elite running (Nike Alphafly), women's training, and sustainable materials (Nike's Move to Zero initiative). Nike's investment in AI-powered demand forecasting and supply chain optimisation is also expected to reduce the inventory over-supply issues that weighed on margins in FY2022–FY2023, supporting better gross margin performance through FY2028.

Nike Revenue Outlook Key Projections — FY2028 Forecast \$52-58B Revenue Target FY2028 55-60% DTC Mix Target \$9B+ China Revenue Recovery 47%+ Gross Margin Target India Next High-Growth Market AI Demand Forecasting Driver

## Nike Revenue Trend with 2028 Forecast — Long-Run View

The line chart below extends Nike's historical revenue series through FY2028, showing the FY2025 trough and projected recovery. The shaded area represents the analyst consensus forecast range (\$52-58B by FY2028). The chart illustrates why the FY2025 dip, while significant, represents a temporary reset rather than a structural decline in Nike's long-term growth trajectory.

Revenue + Forecast Nike Revenue FY2005–FY2028 with Forecast (\$ Billions) BusinessStats Research · Nike Inc. filings · Bloomberg consensus forecast \$55B FY2028 Midpoint +18.8% vs FY2025

FY2025 trough → FY2028 recovery Sources: BusinessStats Research · Nike 10-K Filings · Bloomberg Analyst Consensus

FAQ

## Frequently Asked Questions — Nike Revenue Statistics

Nike's most recent full fiscal year (FY2025, ending May 31, 2025) reported revenue of approximately **\$46.3 billion** — a decline from the FY2024 peak of \$51.4 billion. The decline reflects Nike's strategic restructuring under CEO Elliott Hill, reducing wholesale reliance and investing in DTC digital channels. For FY2026 (ending May 2026), Nike projects a return to modest growth with revenues estimated at **\$47-49 billion** as restructuring benefits materialise and China begins to recover.

Nike's peak annual revenue was **\$51.4 billion**, achieved in FY2024 (ending May 31, 2024). This followed FY2023's near-identical \$51.2 billion, representing two consecutive record years. From \$13.7 billion in FY2005, Nike's revenue grew 275% to reach this peak over 19 fiscal years at a CAGR of approximately 7.3%. FY2025's decline to \$46.3B reflects a strategic reset rather than a structural decline — most analysts expect Nike to exceed the FY2024 peak by FY2027-FY2028.

At FY2024 peak revenue of \$51.4 billion, Nike generated approximately **\$140.8 million per day**, \$5.9 million per hour, or \$97,700 per minute. At FY2025 revenue of \$46.3 billion, the daily figure is approximately \$126.8 million. Revenue is not evenly distributed — Q2 (September-November) and Q3 (December-February) are seasonally strongest, with Q2 benefiting from back-to-school and early holiday shopping, and Q3 from holiday gifting and major sports events like the NFL playoffs and NBA season peak.

Nike's revenue by product segment in FY2024: **Footwear: \$33.9B (66%)** — including running, basketball (Jordan Brand est. \$5B+), football, training, and lifestyle. **Apparel: \$14.4B (28%)** — performance and lifestyle clothing. **Equipment: \$3.1B (6%)** — bags, balls, socks, accessories. **Converse (separate): \$2.1B**. Footwear's dominance reflects Nike's heritage and the extraordinary premiumisation of athletic shoes — the Air Force 1 alone sells 20M+ pairs annually, and Air Jordans command \$200-\$2,000+ in the resale market.

Nike FY2024 geographic breakdown: **North America: \$21.4B (42%)** — largest segment, anchored by the US market. **EMEA: \$13.1B (25%)** — Europe, Middle East, Africa; strong in football. **Greater China: \$7.7B (15%)** — down from \$9.4B FY2021 peak due to local brand competition. **APLA: \$5.9B (11%)** — Asia Pacific & Latin America, fastest-growing sub-markets include India and Southeast Asia. **Converse (global): \$2.1B (4%)**. China recovery and India acceleration are the key geographic revenue catalysts for FY2026-FY2028.

Nike's DTC revenue reached approximately **\$21.8 billion in FY2024 — 43% of total revenue**, up from 16% (\$4.5B) in FY2015. Digital DTC alone (Nike.com + Nike app + SNKRS) contributed approximately \$11.4 billion, making Nike one of the world's largest sports e-commerce operations. DTC channels generate gross margins of approximately 62% vs. 40% for wholesale — making the DTC shift a key margin expansion driver. Nike aims to reach 55-60% DTC mix by FY2028, which would structurally improve gross margins toward 47-48%+.

Nike remains significantly larger: Nike FY2024 revenue of \$51.4B compares to Adidas FY2023 revenue of approximately **€21.4B (~\$23.4B)** — Nike generates approximately **2.2x Adidas's revenue**. Nike's global athletic footwear market share is approximately 27-28% vs. Adidas's 11-12%. However, the gap has narrowed — Adidas recovered strongly post-Yeezy collapse while Nike's FY2025 revenue declined to \$46.3B. Nike's market share lead remains dominant, but On Running, Hoka, and New Balance have all taken meaningful share from Nike in the premium performance running category over 2022-2025.

Nike's net income in FY2024 was approximately **\$5.7 billion** on \$51.4B revenue — a net margin of **11.1%**. Gross margin was 44.6% (\$22.9B gross profit). In FY2025, declining revenue and restructuring charges compressed net income to approximately **\$3.3 billion** (net margin ~7.1%), with ~\$400-500M in restructuring costs. Nike's long-term gross margin target is 47-48%+ as DTC mix increases — each 1 percentage point shift in DTC mix adds approximately \$150-200M in gross profit annually at current scale.

Nike employs approximately **79,000 people worldwide** as of 2025, down from ~83,700 at peak in 2023. The reduction reflects Nike's restructuring program targeting \$2B in cost savings, which included approximately 1,600-2,000 corporate employee layoffs (~2% of workforce). **98% of Nike's products are**

**manufactured by independent factories** — primarily in Vietnam (50% of footwear), Indonesia (27%), and China (18%) — so the headcount primarily reflects corporate, retail, and design/innovation functions rather than manufacturing workers.

Nike's FY2025 revenue decline from \$51.4B to \$46.3B (-9.9%) was caused by four simultaneous factors:

**(1) Strategic wholesale reduction** — Nike deliberately cut wholesale allocations to reduce reliance on multi-brand retailers, creating a temporary volume gap as DTC couldn't fully compensate. **(2) Competition** — On Running, Hoka, and New Balance captured significant share in performance running. **(3) China** — revenues declined as Li-Ning and Anta gained market share. **(4) Inventory rightsizing** — clearing excess inventory required promotional pricing that compressed average selling prices globally.

Nike's top revenue-generating product lines: **Jordan Brand** (\$5B+ est., embedded in Nike segments) — the most valuable sports sub-brand globally. **Air Force 1** (~\$2B+) — 20M+ pairs annually, best-selling Nike silhouette ever. **Air Max series** (~\$1.5B+). **Nike React running** (~\$1B+). **Nike football boots** — global including Mercurial, Tiempo, Phantom lines. The **SNKRS app** drives disproportionate revenue from limited drops at 2-10× retail MSRP on the secondary market, which amplifies the Air Jordan and Nike Dunk silhouettes' cultural value and drives full-price demand for other product lines.

Nike's market capitalisation peaked at approximately **\$280 billion in late 2021**, making it one of the world's 25 most valuable companies. By early 2026, following revenue decline and restructuring concerns, Nike's market cap had fallen to approximately **\$70-90 billion** — a significant correction from peak. Nike is listed on the **New York Stock Exchange (NYSE: NKE)** and is a component of the **Dow Jones Industrial Average**. The stock's recovery is closely tied to the pace of DTC margin expansion, China revenue recovery, and the company's ability to regain market share in performance running from On and Hoka.

#### Data Sources & References

**Primary:** [Nike Inc. Annual Reports & 10-K SEC Filings — FY2005 to FY2025](#)

**Primary:** [SEC EDGAR — Nike Inc. 10-K Annual Filings](#)

**Secondary:** [Statista — Nike Revenue and Market Data](#)

**BusinessStats:** All annual revenue series, segment breakdowns, geographic analysis, DTC vs wholesale channel split, per-day/per-hour revenue calculations, competitor comparisons, and FY2028 forecast projections are BusinessStats proprietary research based on Nike Inc. official SEC filings combined with Bloomberg analyst consensus, FactSet earnings estimates, and BusinessStats proprietary consumer demand modelling.



All Nike revenue figures reflect Nike fiscal years (ending May 31 each year). FY2025 figures are preliminary estimates based on Nike quarterly reports through Q3 FY2025 and analyst consensus for Q4. FY2026 and FY2028 figures are projections based on analyst consensus and management guidance — not guaranteed outcomes. All analysis by BusinessStats Research Desk. Not financial advice. Nike Revenue 2026 Nike Annual Sales Nike FY2024 \$51.4B Nike Direct-to-Consumer Nike China Revenue Nike vs Adidas Nike Footwear Revenue Nike DTC Strategy Nike Revenue History Nike Financial Data Jordan Brand Revenue Nike 2005 to 2026 Sportswear Revenue Nike Elliott Hill

## HOW TO CITE THIS BOOK

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## Methodology

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