Oatly U.S. Flash Poll

Overall Consumer Highlights

- One-third (33%) of consumers have replaced cow's milk with plant-based milk on their household grocery lists.
- Nearly one-fourth (22%) of consumers (ages 14-65) describe cow's milk as basic/uncool.
- Nearly one-fourth (22%) of consumers (ages 14-65) drink plant-based milk most often.
- (40%) of consumers prefer plant-based milk to cow's milk
- One-third (33%) of consumers would avoid consuming dairy while on a date.

Gen Z & Millennial Highlights

- More than half (54%) of Gen Z and almost half (49%) of Millennials prefer plant-based milk to cow's milk.
- Almost half (44%) of Gen Z and (38%) of Millennials would avoid consuming dairy while on a date.
- Almost half (47%) of Gen Z and (41%) of Millennials have replaced cow's milk with plant-based milk on their household grocery lists.
- More than one-third (36%) of Gen Z and about a quarter (23%) of Millennials drink plant-based milk most often compared to cow's milk.
- (28%) of Gen Z and (19%) of Millennials would experience embarrassment when ordering cow's milk in public.
- Nearly one-third (31%) of Gen Z describe cow's milk as basic/uncool.
- About a quarter (26%) of Gen Z and Millennials usually or always request plant-based milk instead of cow's milk when ordering from a coffee shop.

***Methodology:** Oatly partnered with independent research firm Researchscape International to conduct an online survey of 1,178 U.S. teens and adults aged 14 and up, which was fielded from April 29-30, 2023. The data was weighted to match the U.S. population by nine demographics.*