

MILKING OPPORTUNITIES: Does Plant-based Milk have any Chance to Win Over Traditional Cow's Milk?

Peeping Through the Keyhole

As vegan lifestyles and sustainable consumption are becoming global trends, **plant-based milk is increasingly favoured, converting cow milk drinkers to plant-based milk.**

Plant-based milk has various types, in which **nut milk, pea milk, corn milk, and rice milk** are the four dairy segments consumers show interest in on social media.

Pea milk and nut milk are the two most crowded segments. The pea milk segment is dominated by Fami, while Nunut and TH True NUT dominate the nut milk segment.

In comparison, **pea milk has more product innovations than nut milk.**



The Spill: Mainstream Media is Driving the Popularity of Plant-Based Milk

Top media sources reinforce that plant-based milk would be healthier and Vietnamese consumers consider protein from plant sources as alternatives for the ordinary milk they are drinking. When vegan lifestyle and sustainable consumption are global trends, Vietnam is not an exception; demand for this new segment of milk is also increasing, while traditional dairy slips.

Plant milk is also considered a source of delicious nutrition, easy to drink, suitable for many ages, especially for those who are intolerant to lactose found in animal milk.

SỨC KHỎE & ĐỜI SỐNG
CƠ QUAN NGÔN LUẬN CỦA BỘ Y TẾ

Xu thế sữa hạt trong thời đại xanh

HIPCAU
ĐÀU TƯ

Sữa thực vật có thay thế sữa bò?

Tiềnphong
CƠ QUAN TRƯNG ƯƠNG CỦA ĐOÀN TNCS HỒ CHÍ MINH

Vì sao sữa hạt là xu thế mới, hấp dẫn giới trẻ?

SÀI GÒN
ĐÀI PHUNK ONLINE

Xu hướng tiêu dùng sữa của người Việt thay đổi

Phụ nữ
NHỮNG ĐỒ

'Ồng uống tốt cho sức khỏe là xu hướng của tương lai'

KENH
14

Sữa thực vật có phải là một xu hướng tiêu dùng mới?

tuổi trẻ
online

Sữa hạt - xu thế mới hấp dẫn giới trẻ

BH NEWS
KÊNH THÔNG ĐIỆP

Xu thế sữa hạt trong thời đại xanh

afamily

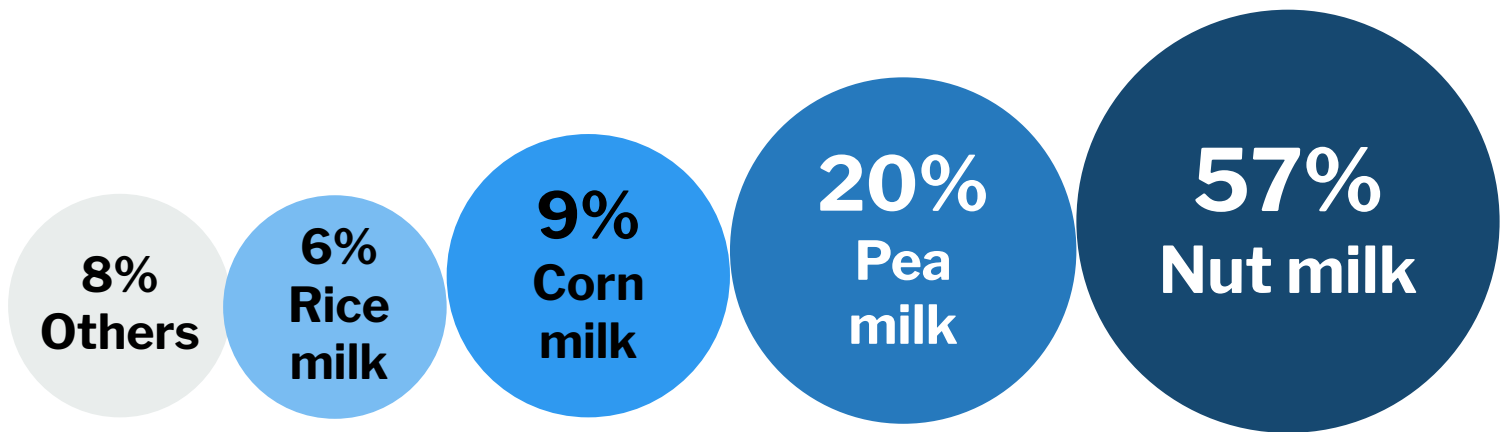
Sữa hạt: Xu hướng uống xanh – sống lành của những bà mẹ Việt thông thái

PHAPLUAT

Xu hướng tiêu dùng mới: Sữa hạt không dùng đường tinh luyện

Battle of the Milk Alternatives

Plant-based milk is made of nuts (walnuts, macadamia, almonds, etc.), peas (soybeans, chickpeas, black beans, etc.), or vegetables. The more the green living trend develops, the more consumers want to learn about various plant-based milk products, either through Ready-To-Drink brands or homemade drinks. Among them, **the nut and the pea milk segments are most popular to milk drinkers.**



CONVERSATION CONTRIBUTIONS BY SEGMENTS ON SOCIAL MEDIA



Glass Half-Full: Ingredients that Make or Break Consumers' Purchase Considerations



The COVID-19 pandemic has emphasized the importance of health, which is also a factor that consumers learn about plant-based milk

Analyzing consumers' social conversations, we found out **consumers tend to be concerned about nutritional ingredients** like nuts, peas and lactose intolerance.

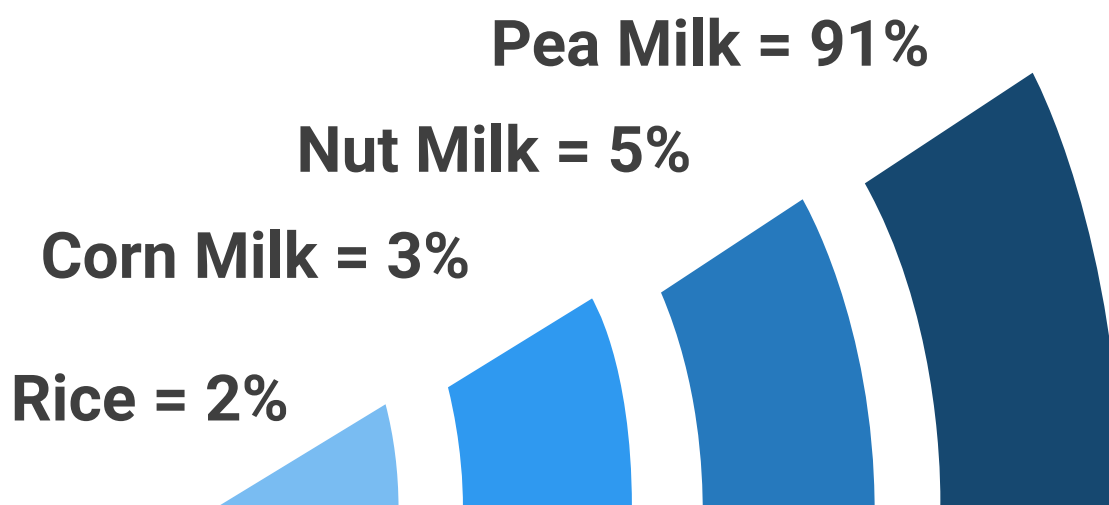
Notably, consumers believe homemade milk would be better than store-bought ones, **indicating a challenge for brands to convert new users.**

Going Nuts About Milk: Brand Penetration in Plant-Based Milk

Spoiled and Stale? The Plant-based Milk Category is Crowded, with many different Brands.

When looking at branded products, Pea milk is the most significant segment consumers interest in, thanks to the presence of various local and international brands.

Nut milk accounts for the highest proportion when referring to plant-based milk in general (57%), but most of the consumers' conversations are surrounding homemade milk.

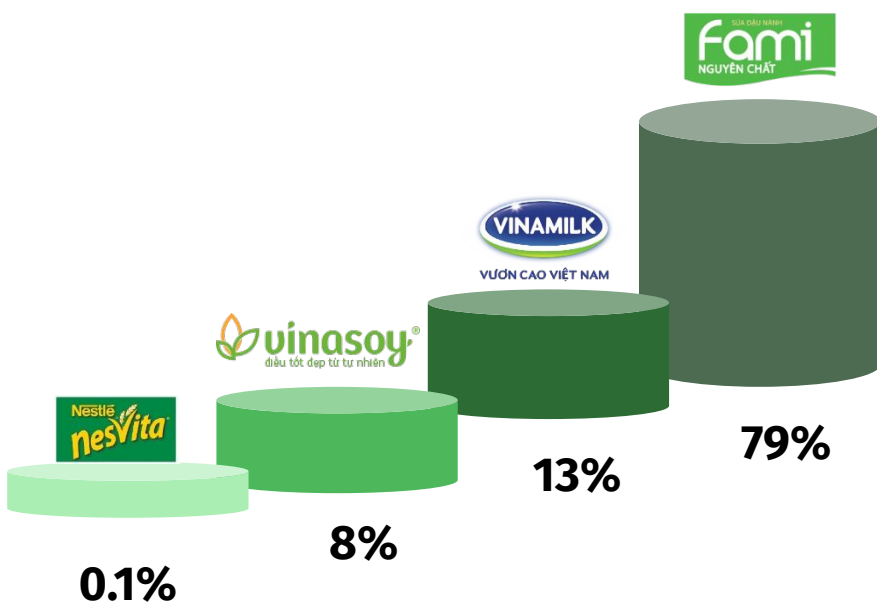


It's Not Even Green: The Busiest and Most Prominent Segment - Pea Milk

According to research by Vinmec Hospital, Soy milk is the closest in nutrients to cow's milk, rich in protein, and provides the same balance of fat and carbs as cow's milk.

Pea milk consists of many different types of peas. However, **brands only distribute soy milk, in which Fami dominates 79% of the consumers' conversations on social media.**

Brand Share of Voice on Social Media



Fami Gets Closer to Younger Audiences

Fami gets closer to young consumers with the use of Rap Music in its advertisements

Fami had an **interactive mini-game** inviting everyone to create a free Rap sentence that follows an existing Rap sentence. The activity received a lot of love and participation.



There was a collaboration with Eva.vn Online publisher to livestream about tips on improving health with a nutritionist.



Cooperating with **KOLs- Thu Trang and Bao Thanh** with a Rapper performance to convey the three effects of Fami to help "Cao (Tall) - Khỏe (Healthy) - Dẻo dai (Flexible)."

Fami also posted the rapper performance of these two KOLs on Youtube channel to help spread the message more widely.



Are You Going Nuts?

NuNUT and TH True NUT Market Dominance

NuNut and TH True NUT share similar social buzz in Nut milk segment. Compared to Pea milk segment, social media doesn't witness many brand activities of these brands.

In recent months, most of **NuNut's discussions come from a community activity program** that energizes frontline units in the fight against the epidemic, whilst **TH True NUT made noise mainly via its employee internal competition.**



57%



43%



Product Innovations in Plant-Based Milk

Beauty in Diversity: Variety in Product portfolio delivers greater nutritional value

Soy milk brands of Vinasoy and Vinamilk refresh the product taste with nuts. The new ingredients also promise to **enhance essential nutrients for the body and brain.**

Unlike pea milk, TH true Nut complete its portfolio with different nuts, **giving Nut lovers different choices of flavors and benefits.**

Nunut and Nesvita have differentiated themselves when combining 8 different types of nuts (Nunut) and 5 different kinds of peas (Nesvita) **supplementing with various nutrients.**





Please do not hesitate to get in touch with us for more information on this whitepaper.

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