Oatly gets most of the news among four plant milk brands; *the rivals' biggest reached 4 outlets*

> Over the last 90 days Google News held at least 26 Oatly stories to 3 for Califia Farms, 3 for Planet Oat and 5 for Alpro, stock-ticker feeds set aside. Oatly's biggest was its fibre range, launched in the UK and Europe, at 11 outlets. Its matcha pop-up in London and the climate message on its cartons came next, at 8 each. The open door is the US: Food Business News was the one US trade title among the fibre range's 11 outlets, and the range reaches the US in 2027.

Oatly and 3 rivals
Califia Farms, Planet Oat, Alpro

Aug 4 to Nov 1, 2026
the last 90 days of Google News

37 stories, 109 articles
told by 69 outlets, grouped into stories by a model; a story about two brands counts for each

November 2, 2026
headlines, snippets and links

THE SHORT VERSION

Oatly makes the category's news; its fibre range is the story to take to the US

74%

of the 19 stories told by two outlets or more were Oatly's

Califia Farms 16%, Planet Oat 5%, Alpro 10%

11

outlets told the fibre range, Oatly's biggest story, launched in the UK and Europe

Food Business News: in the US from 2027

3

outlets ran a taste test that rated two supermarket oat milks better and cheaper than Oatly and Alpro

Daily Express, Wales Online, Liverpool Echo: one group's papers

4

outlets told Planet Oat's Humble Edition, the biggest rival launch

Google News, Aug 4 to Nov 1, 2026; press wires and stock-ticker feeds not counted

01 **Oatly makes its own news**

Matcha pop-ups at Goodhood in Shoreditch and on Ossington in Toronto reached 8 and 6 outlets, and the climate message on its cartons 8. Green Queen Media ran 9 Oatly articles and vegconomist.com 8.

02 **Price and results are the harder questions**

The third-quarter outlook cut, blamed on North American freight costs, reached 6 outlets. A supermarket taste test that put two own-label oat milks above Oatly and Alpro ran in 3 UK papers of one group.

03 **The rivals' news is small and mostly launches**

Califia Farms's 3 stories are creamers and coffee drinks, at 2 or 3 outlets each. Planet Oat's Humble Edition reached 4. Alpro's biggest was the same taste test, at 3; its McDonald's matcha tie-up 2.

Stories and articles we found in Google News, Aug 4 to Nov 1, 2026. A story is one piece of news, however many outlets told it; which articles are about a brand, and which tell the same story, is a model's read of the headlines.

WHO GOT COVERED

Oatly has at least 26 stories; Califia Farms 3, Planet Oat 3 and Alpro 5

Each brand's stories in Google News over the last 90 days, and how widely told. Few stories turned up for Califia Farms, Planet Oat or Alpro.

BRAND	STORIES	SHARE OF THE 19 STORIES TOLD BY 2+ OUTLETS	ARTICLES ABOUT IT	OUTLETS	STORIES TOLD BY 2+ OUTLETS	NAMED IN PASSING
Oatly AT LEAST	26	74%	87	57	14	36
Califia Farms	3	16%	7	7	3	26
Planet Oat	3	5%	7	6	1	10
Alpro	5	10%	8	7	2	17

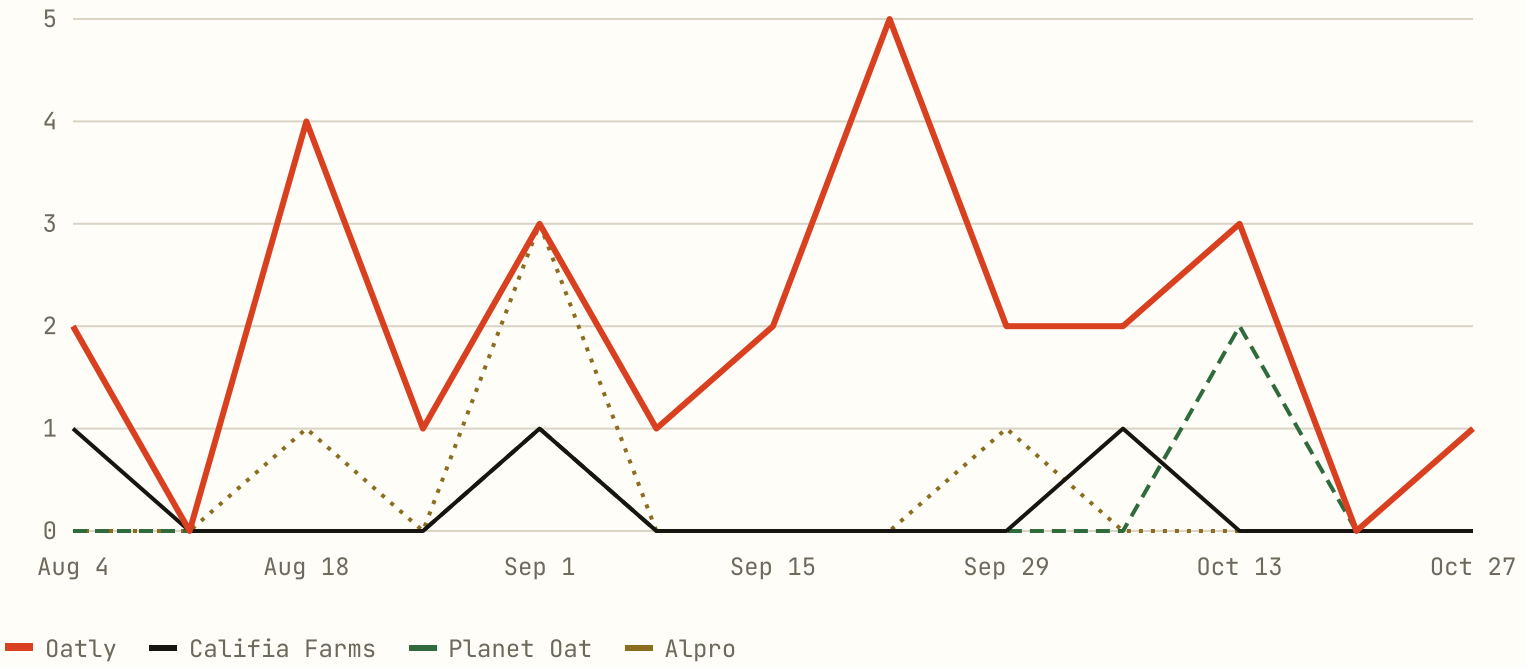
Articles about it: headlines a model read as about the brand (its launch, its deal, its people, a review of its product); named in passing: one item in a roundup, a line in a wider story. Outlets: the outlet names Google News gives, counted once each. Stock-ticker feeds are set aside (articles: Oatly 32): they post share prices and fund filings, not news. Some searches for Oatly returned 30 articles, the most one search reads, even over a day or two, so their counts are at least these. “Taste test: supermarket oat milks beat Oatly and Alpro” is about Oatly and Alpro and counts for each, once in the 19 stories told by two or more outlets, so the shares add to more than 100%.

WEEK BY WEEK

Oatly had new stories in 11 of the 13 weeks; the rivals in 2 to 3

New stories each week, counted in the week the first article came out.

NEW STORIES EACH WEEK



A story counts in the week its first article came out. Weeks start on the dates under the chart; the last week ends Nov 1.

OATLY'S BIGGEST STORIES

Fibre reached 11 outlets; two matcha pop-ups and the carton message 6 to 8 each

Oatly's six biggest stories by the number of outlets that told them.

11 OUTLETS · 11 ARTICLES · AROUND SEP 25 · PRODUCT OR LAUNCH

Oatly launches fibre-enriched oat drink range

"Step Aside, Protein: Oatly Targets Europe's Fibre Deficiency with Latest Oat Milk Range", Green Queen Media

Also: BeverageDaily.com, Convenience Store, DairyReporter.com, Food Business News, Metro Mode and 5 more

8 OUTLETS · 8 ARTICLES · AUG 21 · CAMPAIGN OR STUNT

Oatly opens Monochrome matcha pop-up at Goodhood Shoreditch

"Oatly Opens Immersive Matcha Pop-Up Ahead of London Fashion Week", Green Queen Media

Also: Campaign UK, Creative Moment, New Wave Magazine, PAUSE Online, Trend Hunter and 2 more

8 OUTLETS · 8 ARTICLES · AUG 27 · CAMPAIGN OR STUNT

Oatly joins 89 Percent Project climate carton campaign

"Oatly's New Packaging Spotlights Public Clamour for Governments to Tackle Climate Change", Green Queen Media

Also: Covering Climate Now, The Arkansas Democrat-Gazette, The Nation, United News of Bangladesh, niagara-gazette.com and 2 more

6 OUTLETS · 8 ARTICLES · OCT 28 · BUSINESS OR MONEY

Oatly reports Q3 2026 results and cuts outlook

"Inflation Forces Oatly to Cut 2026 Profit Outlook Despite 9% Growth in Latest Quarter", Green Queen Media

Also: BevNET.com, ESM Magazine, Yahoo Finance, just-food.com, vegconomist.com

6 OUTLETS · 6 ARTICLES · SEP 1 · CAMPAIGN OR STUNT

Oatly opens Matcha-tality Suite pop-up in Toronto

"Oatly Matcha-tality Suite", blogTO

Also: Media in Canada, Retail Insider, Streets Of Toronto, View the VIBE, strategyonline.ca

5 OUTLETS · 7 ARTICLES · OCT 12 · CAMPAIGN OR STUNT

Oatly opens diplomatic Embassy pop-up in South Kensington

"EXPLORE THE FUTURE OF TASTE AT THE OATLY EMBASSY IN SOUTH KENSINGTON THIS OCTOBER", London TV

Also: LBB - Little Black Book, London On The Inside, The Drum, Verge Magazine

THE RIVALS' BIGGEST STORIES

The rivals' biggest: Planet Oat's Humble Edition, Califia's creamers, and the taste test for Alpro

Each rival's biggest stories by outlets. The biggest reached 4 outlets.

CALIFIA FARMS · 3 STORIES

3 OUTLETS · 3 ARTICLES · OCT 12

Califia Farms debuts coconut-based coffee creamers

"Organic Coconut Coffee Creamers: Califia Farms Introduces Vanilla Crème and Toasted...", Trend Hunter

2 OUTLETS · 2 ARTICLES · AUG 4

Califia Farms launches Banana Crème coffee drinks

"Califia Farms Creamy Coffee & Tea Drinks in New on Trend Flavors", Go Dairy Free

2 OUTLETS · 2 ARTICLES · SEP 3

Califia Farms unveils fall seasonal almond creamers

"Califia Farms introduces 2026 seasonal lineup", Dairy Foods Magazine

PLANET OAT · 3 STORIES

4 OUTLETS · 5 ARTICLES · SEP 1

Planet Oat launches Humble Edition oatmilk

"Humble Edition: Planet Oat Releases Five-Ingredient Oat Milk with Banana Purée", Green Queen Media

1 OUTLET · 1 ARTICLE · OCT 19

Planet Oat launches Humble Brag Tour

"Local Event: Planet Oat Brings 'Humble Brag Tour' to Kansas City Metro", Patch

1 OUTLET · 1 ARTICLE · OCT 19

Review of Planet Oat Humble Edition oat milk

"Planet Oat Went Back To Basics So We Just Had to Try It", Sporked

ALPRO · 5 STORIES

3 OUTLETS · 3 ARTICLES · AUG 19

Taste test: supermarket oat milks beat Oatly and Alpro

"Cheap supermarket oat milk beats Alpro and Oatly in taste test", Daily Express

2 OUTLETS · 2 ARTICLES · SEP 2

McDonald's partners with Alpro for matcha campaign

"Future Food Quick Bites: Alpro x McDonald's, Leon Shiitake Burger & Vegan Hospitality", Green Queen Media

1 OUTLET · 1 ARTICLE · SEP 1

Alpro launches Greek-style plant-based yoghurt

"Alpro Launches Greek-Style Yoghurt Prioritising 'Extra Creamy' Texture Over Protein", Green Queen Media

Each rival's stories with the most outlets, then the most articles. A model grouped the articles into stories from their headlines.

WHAT THE STORIES ARE ABOUT

Oatly is covered for its pop-ups, its tie-ups and its business

What each brand's stories were about, by a model's read of the headlines. Campaigns and pop-ups are 9 of Oatly's stories, tie-ups 5 and business news 4, of at least 26.

STORIES BY KIND, AND EACH KIND'S SHARE OF THE BRAND'S STORIES SORTED BY A MODEL

KIND OF STORY	OATLY (26)	CALIFIA FARMS (3)	PLANET OAT (3)	ALPRO (5)
Campaign or stunt	9 (35%)	–	–	–
Product or launch	3 (12%)	3 (100%)	1 (33%)	2 (40%)
Partnership or collab	5 (19%)	–	–	1 (20%)
Business or money	4 (15%)	–	–	–
Other	4 (15%)	–	–	–
Review or ranking	1 (4%)	–	1 (33%)	1 (20%)
Event or sponsorship	–	–	1 (33%)	1 (20%)

Each story's kind is a model's read of its headlines. Cells: stories of that kind (share of that brand's stories); "–" = none of that kind among the brand's stories.

THE OUTLETS

Green Queen Media and vegconomist.com carry the category, and they write most about Oatly

The outlets with the most articles about these brands or the category. Only 2 outlets wrote two or more articles about the rivals: rival coverage is that thin.

OUTLET	OATLY	CALIFIA FARMS	PLANET OAT	ALPRO	THE CATEGORY
Green Queen Media	9	0	1	2	11
vegconomist.com	8	0	0	0	6
Trend Hunter	3	1	0	0	4
Dairynews.today	1	0	0	0	6
Yahoo Finance	3	0	0	0	1
Yahoo	0	0	0	0	4
theplantbasemag.com	2	0	0	0	2
BevNET.com	2	0	0	0	1
Plant Based News	0	0	0	1	2
Sporked	1	0	1	0	1
BeanScene	0	0	0	0	3
Daily Express	1	0	0	1	1

2+ ARTICLES ON THE RIVALS, NONE ON OATLY

Dairy Foods Magazine (Califia Farms 1, Planet Oat 1).

Counts are articles about each rival. Press wires and stock-ticker feeds are not counted as outlets anywhere.

The 12 outlets with the most articles about any of the four brands or on the category's topic (searches for “oat milk” and “plant-based milk”). Brand columns: articles about the brand. "0" for Oatly: none of the 140 results the search returned for Oatly was about it from that outlet.

WHAT TO PITCH NEXT

Three pitches: US trade for fibre, matcha for Plant Based News, the Embassy for marketing desks

Each is built from what got covered in these 90 days.

PITCH 1

Give US trade press the fibre story first

Food Business News has reported that Oatly Fiber reaches the US in 2027, and BevNET.com called it soon to launch in its results story. The UK and Europe launch reached 11 outlets; Food Business News was the one US trade title among them. Offer those two the first US details before the launch.

From Oatly: Oatly launches fibre-enriched oat drink range (11 outlets); Oatly: Oatly reports Q3 2026 results and cuts outlook (6 outlets); Outlets: Food Business News, BevNET.com

PITCH 2

Bring the matcha run to Plant Based News

Plant Based News ran Alpro's McDonald's matcha tie-up and named Oatly only in passing, in a list of matcha launches. Oatly's own matcha pop-ups reached 8 and 6 outlets. Offer it the next matcha launch first.

From Alpro: McDonald's partners with Alpro for matcha campaign (2 outlets); Oatly: Oatly opens Monochrome matcha pop-up at Goodhood Shoreditch (8 outlets); Oatly: Oatly opens Matcha-tality Suite pop-up in Toronto (6 outlets); Outlets: Plant Based News

PITCH 3

Give the Embassy to the desks that ran Shoreditch

Campaign UK and Creative Moment wrote up the Shoreditch matcha pop-up. The Embassy in South Kensington reached 5 outlets, The Drum and LBB among them. Offer Campaign UK and Creative Moment the Embassy as a case study, with Munya Chawawa's turn as Diplomat of Taste.

From Oatly: Oatly opens Monochrome matcha pop-up at Goodhood Shoreditch (8 outlets); Oatly: Oatly opens diplomatic Embassy pop-up in South Kensington (5 outlets); Outlets: Campaign UK, Creative Moment

HOW WE MEASURED

What we searched, how we counted, and what Google News can't show

The searches. Google News, US edition, in English, Aug 4 to Nov 1, 2026: Oatly as Oatly; Califia Farms as Califia Farms; Planet Oat as Planet Oat; Alpro as Alpro; the category as oat milk, plant-based milk. The US edition also lists news from other countries; it counts for every brand alike. We picked the rivals: oat and plant milk brands Oatly meets on shelves in the US (Califia Farms, Planet Oat) and in Europe (Alpro). Alpro sells mostly in Europe, so a US-edition search finds less of its news. Chobani was tried first: its news is about dairy.

How we read it. One Google News search per brand and category phrase per week, a busy week asked again in halves (82 searches, up to 30 articles each), read through DataForSEO: the outlet, headline, snippet and age of every result. An article found twice is counted once. Google prints a date for older articles and an age ("3 weeks ago") for recent ones, so a recent article's day can be days off. A card marked around rests on ages like "1 month ago" and can be weeks off. Some searches for Oatly returned 30 articles, the most one search reads, even over a day or two, so their counts are at least these.

Stories and kinds. A model (Gemini) read every headline and snippet we found for each brand: about the brand, named in passing, or not about it (another company with the same name, a shop listing); then grouped the articles about it into stories, one piece of news each, and gave each story a kind. 101 articles a search returned were not about the brand searched and are left out. 46 results were social posts, shop pages or a brand's own site and are not counted. 32 stock-ticker articles are set aside (Oatly 32).

The outlets. Outlets are counted once each, by the name Google News gives. The outlets slide ranks outlets by articles about any of the four brands plus articles a model read as about the category, from the category searches.

What Google News can't show. It lists the coverage it finds, not all coverage: paywalled trade titles, podcasts, TV and newsletters are mostly missing, and a search reads up to 30 articles. These are stories we found, not every story there was. We keep headlines, snippets and links, never article text.