



*Total solutions & services*  
for the **ASIAN FOOD SUPPLY CHAIN**



# Introduction



- Dairy blends have a wide-range of applications in various food sectors such as ice cream, yogurt, infant formula, bakery & confectionaries, dairy products, ready-cooked dishes, sports & health foods and beverages.
- The powdered dairy blends are the most preferred form as it has high applications in ice-cream and yoghurt industry, owing to its greater shelf life.
- A cross over in butter and margarine is resulting into new spreadable dairy blends.

# Market Insights



- The global dairy blends market is estimated to reach USD 3.53 billion by 2022 and expected to value about USD 4.1 billion by 2023, registering a CAGR of 7.9%.
- Dairy blends are the mixture of milk nutritive ingredients and other components from milk cracking which are used as a partial or complete substitution of liquid milk or milk powder.
- Their typical content offers specific techno-functional properties.

***Source: Mordor Intelligence, 2018.***

# Trend of Health Consciousness



- Dairy blends contain various ingredients according to industrial needs, thus, making them versatile products and cater to a wide-range of applications.
- The **use of dairy blends** in various industries is expected to increase, due to the rising prices of traditional dairy commodities.
- The yogurt and other milk product manufacturers are preferring dairy blends, due to their stable price range over the years and various nutritive ingredients infused in them.
- The health-conscious consumers expect their foods to be infused with nutrients, therefore, the use of dairy blends satisfies this expectation.

# Dairy in Asia Pacific

# Introduction



- **Asia Pacific** is a major region for dairy as it is the **biggest market by value**, although with the lowest per capita spending.
- While sales are primarily stemming from China, markets with large populations, like India and Indonesia, are growing rapidly.
- Growth is being aided by modern trade development, changing consumer habits and dynamic product development, which makes this region key for potential growth.

# Overview



- Despite being the largest market globally and registering the fastest growth over 2012-2017, per capita consumption of dairy in Asia Pacific lags behind the rest of the world.
- This points to opportunities for manufacturers, as there is rising consumer interest in the benefits of dairy products as a natural snack.
- Manufacturers are also focusing on widening their target consumers to accelerate growth.

# Yoghurt And Drinking Milk Products



- For instance, Chinese consumers' anti-additives sentiments boosts the popularity of fresh milk, while in South Korea, fresh milk is negatively affected by flavoured milk drinks, as manufacturers compete by introducing **new flavours like honey, watermelon and toffee nut**, inspired by foodservice menus.



*Meiji Watermelon Milk*



*Binggrae banana flavored milks*



# Yoghurt And Drinking Milk Products



- **Yili** and **Mengniu** lead dairy in Asia Pacific, but their presence is limited to China, whose sheer size is sufficient to outstrip companies that have a larger market count.



*An Mu Xi Original Ambrosial Greek Yogurt Drink*



*Mengniu has recently unveiled the new Deluxe Milk (特仑苏) spoonable yoghurt in China which comes in two variants – plain and durian.*

# Yoghurt And Drinking Milk Products



- **Yakult's** positioning as beneficial for gut health sustained its performance, while multinationals like **Nestlé** and **Friesland Campina** draw sales from multiple markets.



*Low fat yogurt drink made with lactobacillus casei shirota, a strain of probiotic bacteria that, if consumed daily, may help to balance the digestive system and benefit overall health.*

# Yoghurt And Drinking Milk Products



- Urbanisation and the rise of modern trade benefit dairy due to reliance on chillers and cold chain logistics for categories like yoghurt and fresh milk.
- Product freshness plays an essential role in the growth of dairy products as more nutritious than shelf stable variants, especially in emerging Asia, where health consciousness is gaining traction.

# Market Trend 2018

# Market Trend 2018



Prebiotics should be one of the shining stars of the digestive market as they are scientifically-proven for their benefits and secured a regulator-approved health claim. Savvy manufacturers tend to pair the effect of prebiotic ingredients together with other ingredients to signify the digestive wellness for consumer.

Convenient vegetable intakes are an important drive of the plant-based trend. This stimulates manufacturers to offer vegetables as convenient, healthy, good taste and in the bite-sized.



# Market Trend 2018



Protein has evolved from simple ingredient to a significant star in dairy application. The plant-based trend overlaps with the protein trend has further stimulate the demand for plant-source proteins.

Carbohydrates are principally substrates for energy metabolism. Good carbohydrates raise blood sugar slowly and lasts longer and promote satiety which keep us from feeling hungry for a longer period. Bad carbohydrates raise blood sugar levels very quickly, however, they do not last very long which do not satisfy hunger for a longer period as good as good carbohydrates.



# Market Trend 2018



B vitamins supplementation has been shown to have a beneficial effect on inflammatory and immune responses in human health. Curcumin is the active ingredient in turmeric that act as powerhouse of anti-inflammatory.

Habitual consumption of sugary drinks was proved to be greatly associated with incidence of type 2 diabetes. We could try alternative sugar replacement by artificial sweetener from sugar alcohols (reduced calorie), non-nutritive sweeteners (zero calorie) or natural sweetness from fresh, frozen or dried fruits



# Market Trend 2018



Snackification has becoming a growing food trend where snacks are replacing traditional meals and eating occasions. Consumers continue to aspire for better healthy and healthier choice of eating. Thus, snack products have bridge the gap between nutrition and indulgence with tasty, portable options will break through the clutter.

Consuming healthy fats pose positive benefits in promoting weight loss where smart fats balance our body hormones. Omega-3 and 6 fatty acids are a group of polyunsaturated fatty acids. They help to promote heart health by helping to lower the total and LDL cholesterol when replacing saturated and trans fatty acids





# Market Examples

# New Innovations 2018



## Old Croc- Cheddar Cheeses

Contains pasteurized milk, salt, cultures, and enzymes (vegetable rennet) which considers as a healthy snack for kids, toddlers, adults or diabetics



## Westby Cooperative Creamery- Cottage Cheese

Includes cottage cheese, milk, and sour cream. It is grade-A and non GMO product.



## Gran and Go- Schuman Cheese

Made from pure Parmesan cheese. This cheese snack is gluten and wheat-free.

# New Innovations 2018



## **Emmi Roth USA**

It is a washed –rinsed cheese which made with pasteurized milk and microbial rennet.



## **The Farmer's Cow (Blueberry/Maple)**

Contains whole milk, sugar, natural flavors and coffee extract which helps to increase nutrient in body.



## **Castello Cheese**

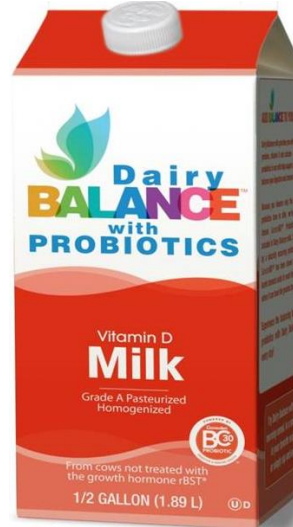
Made from cow's milk which has a smooth, creamy texture and a buttery taste.

# Digestive Wellness



## **Yakult Probiotic Drink**

Helps improve digestion and build immunity which made from skimmed milk powder, sugar, glucose, natural and identical flavor.



## **Ganaden Biotech Dairy Biotech Balance Probiotic**

Designed to provide essential calcium, vitamin D, and dairy balance which can help to promote digestive.



## **Darigold Probiotic Low Fat Milk**

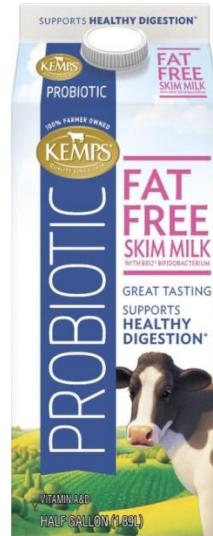
Contains low fat milk, vitamin palmitate, vitamin D3, and Lactobacillus Acidophilus that helps to improve digestive health.

# Digestive Wellness



## Yo-Goat Cultured Goat Milk

Helps to improve immune system as contains grade A pasteurized goat's milk, live active cultures and natural flavors.



## Half Gallon Probiotic Fat Free Milk

Contains non fat milk, vitamin A palmitate, vitamin D3, Bifidobacterium, and Lactobacillus Acidophilus.



## Smoothie Low Fat Probiotic Cultured Milk

Designed to keep digestive and immune system intact which contains cultured milk, Bifidobacterium, Lactobacillus Acidophilus, and rich in calcium.



# Plant-based



## Blue Diamond Almond Breeze Vanilla Almond Milk

Made with real almonds, vitamin D, vitamin E, calcium, magnesium and free of cholesterol, peanuts, as well as saturated fat, which helps to improve digestion.



## Silk Organic Soy Milk

Low in saturated fat which contains organic soy milk, calcium carbonate, vitamin A palmitate, vitamin D2, sea salt and natural flavor.



## Cashew Dream Milk

Have antioxidants properties as contains organic cashew butter, organic tapioca starch, calcium, sunflower lecithin, vitamin E and vitamin D2.

# Plant-based



## Dream Sprouted Rice Milk

Made with organic sprouted brown rice, canola/sunflower oil, organic tapioca starch, sea salt and natural flavors allowing for easier absorption.



## Ripple Original Milk

Has a super clean taste and smooth texture that contains ripptein (pea protein), sunflower oil, algal oil, vitamin A palmitate and sunflower lecithin.



## Bolthouse Farms Milk

Free of preservatives, artificial flavors, and gluten. It contains pea protein, sunflower oil, carob bean gum, vitamin E, vitamin D2, and natural flavors.

# Protein-enriched



## YoFiit's Milk

High in protein, calcium, and iron which helps to build bone mass. It is also free of starch, gum, and sugar.



## Core Powder (Chocolate/ Vanilla/ Strawberry Banana/ Banana/ Coffee)

Improved metabolic health which contains aseptically pasteurized milk, core powder, and 9 essential amino acids.



## Organic Valley Cottage Cheese

Made from organic cultured pasteurized skim milk, organic pasteurized cream, organic nonfat milk, salt, citric acid, and bifidus cultures which promote muscle growth.



# Protein-enriched



## Mopro Functional Nutrition

Helps to lean body mass and skeletal muscle which made from pasteurized whole milk, Proven whey protein isolate, non-GMO soy lecithin, and organic blue agave syrup.



## TruMoo Chocolate Low Fat Milk

Contain high source of protein which is made from low fat milk, liquid sugar, cornstarch, salt, natural flavor, vitamin A palmitate, and vitamin D3.



## Forte Gelato

Made from rBST-free skim milk, rBST-free cream, organic agave nectar, organic Fair Trade cane sugar, and two fold organic fair trade Madagascar vanilla which improve metabolic health.

# Good Carbs



## Hood Carb Countdown Beverage

Contains ultrafiltered fat free milk, cream, vitamin A palmitate, monoglyceride, and locust bean gum which helps to maintain a healthy weight.



## Carbmaster Non fat Milk

Contains ultrafiltered non fat milk, lactase enzyme, sucralose, vitamin D3, acesulfame potassium, natural and artificial flavor.



## Nestle Sweetened Condensed Milk

Perfects for baking and creating confectionary delights which made from sugar and Australian fresh milk.

# Good Carbs



## Island Farms Skim Milk

Contain essential source of vitamin D and calcium which made from skimmed milk, vitamin A palmitate, and vitamin D3.



## Ensure Plus Milk Chocolate Nutrition Shake

Help to gain or maintain a healthy weight which contains vitamins C, E, iron, calcium, and lactose.



## Dannon Fruit Yogurt

Contain cultured grade A reduced fat milk, strawberries, modified food starch, ofkosher gelatin, disodium phosphate, malic acid, and vitamin D3.

# Inflammation



## **Silk Original Soymilk**

Designed to decrease inflammation in the body especially gastrointestinal inflammation that contains soymilk, cane sugar, sea salt, and natural flavor.



## **Organic Valley Grass Milk**

Contains organic non-homogenized grade A milk which provide inflammatory system support and improved bone mass.



## **Cashew Dream Milk**

Helps to improve inflammatory system as it contains dairy, lactose, 2% cashew, and calcium carbonate.



# Inflammation



## Delamere Goats Milk

Contains fresh goat milk, calcium, carrageenan, and vitamin B which has anti inflammatory properties.



## Fortified Milk

Has anti- inflammatory actions which contain vitamin D, pasteurized milk, calcium, phosphorus, and lactose.



## Tuscan Dairy Pure

Contains milk, vitamin D3, calcium, lactose, linoleic acid, and docopentaenoic acid (DPA) which suppress inflammatory stress.

# Sugar Reduction



## **Canny Milk Drink (Chocolate/ Strawberry/ Banana/ Vanilla)**

Has anti-oxidant properties which made from natural ingredients.



## **Marigold Power Beans**

Made with 100% top grade Canadian soy beans. It is lactose-free, cholesterol-free and high in calcium which helps to improve bone strength.



## **F&N NutriSoy Soya Milk - Calcium (Reduced Sugar)**

Helps in tissue building and growth which made with non- Gmo soya beans and contains 25% lower in sugar as well as higher in calcium.

# Sugar Reduction



## Neilson Chocolate Milk Reduced sugar

Contains skimmed milk, 25% sugar, cocoa color, artificial flavor, calcium, vitamin A palmitate and vitamin D3.



## Borden Foodservice's Reduced Sugar Milk

Helps to strengthen bone and teeth that rich in calcium. It contains vitamin A, vitamin D, vitamin B12, potassium, niacin, and riboflavin.



## Westsoy unsweetened Soy Milk

Designed to promote healthy cholesterol levels which contains sodium, potassium, calcium, 25% sugar, vitamin A, and vitamin C.

# Snackification



## Cadbury Dairy Milk

Contains milk, sugar, cocoa butter, cocoa mass, vegetable fats, emulsifier (E442, E476), and flavoring agent.



## CalciYum

Designed to strengthen bone as it contains calcium, iron, skim milk, fructose, vitamin D, carmine, vegetable gum and cream.



## Dairy Farmer Borden Snack Bars

Contains calcium, vitamin A, C, protein, milk, and sodium for stronger bone and teeth.



# Snackification



## Kraft Milk Bite

Made from real milk, and combined with granola which rich in calcium, protein, fiber, and vitamin D.



## Kinder Delice Chocolate Milk

Contains milk chocolate, milk powder, skimmed milk powder, vegetable fat, anhydrous milk fat, and lecithin which is suitable for kids consume.



## Snack Pack Pudding Family Pack Milk Chocolate

Contains non fat milk, sugar, modified corn starch, vegetable oil, palm oil, cocoa, calcium carbonate, and artificial flavor.

# Healthy Fats



## Fairlife Reduced Fat Milk

Contains reduced fat ultra-filtered milk, sugar, alkalized cocoa, lactase enzyme, carrageenan, and vitamin D3 which helps to build lean muscle.



## Lactaid Fat Free Milk

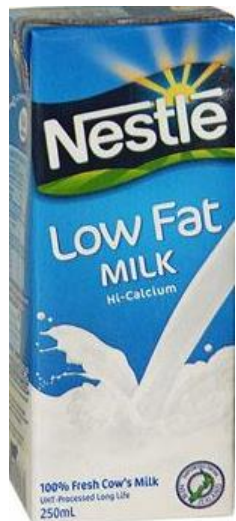
Helps to promote good vision and healthy skin which contains fat free milk, lactase enzyme, vitamin A, and vitamin D.



## Marigold HL Low Fat Milk

Contains 9 essential vitamins A, B1, B3, B6, B12, C, D, E and folic acid for helping the body produce and maintain new cells.

# Healthy Fats



## Nestle Low Fat Milk

Designed for stronger bone and teeth as it contains pastured cow's milk, vitamin A, B2, C, calcium, magnesium, and iron.



## Pauls Zymil Low Fat Milk

Contains low fat milk, enzyme(lactase), vitamin D, E, and niacin which helps to promote proper circulation.



## Horizon Organic Reduced Fat Milk

Helps to support heart health, brain and eye function that contains ultra pasteurized milk, DHA, vitamin A, and D.

# References



- Mordor Intelligence. (2018). Global Dairy Blends Market – Growth, Trend and Forecasts (2018 – 2023).
- New Nutrition Business. (November 2017). Key Trends in Functional Foods & Beverages for 2018. Nutraceuticals World.