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for the **ASIAN FOOD SUPPLY CHAIN**

 **Industry.**  **Retail.**  **Foodservice.**  **eCommerce.**  **Services.**

# Emerging Dairy Trends

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- The main features trending in dairy industry includes:-
  - 1.0 Clean label
  - 2.0 Low sugar
  - 3.0 High protein
  - 4.0 With added functional ingredients

# 1.0 Clean Labels



- Clean label" has become the brass ring and is a catch-all term for a panoply of label claims such as “all natural”, “minimally processed,” and “non-GMO (Kantha, 2018).
- Clean label is a consumer driven movement, demanding a return to real food and transparency through authenticity.
- They are food products containing natural, familiar, simple ingredients that are easy to recognize, understand, and pronounce with no artificial ingredients or synthetic chemicals (Go Clean Label, 2018).
- According to a study done by McFadden & Lusk (2018), consumers see ‘organic’ and ‘non-GMO’ food labels as synonymous and willing to pay more for both where respondents were willing to pay 35% more for those labelled "non-GMO Project" and 40% more for those labelled "USDA Organic.

# Market Examples



## Premier Protein 30g Protein Shakes

Contains 30g of protein with all the essential amino acids, 160 calories, 1g sugar, low fat, 24 vitamins and minerals, 5g carbs

Flavors: Cookies & Cream, Peaches & Cream, Chocolate, Vanilla, Caramel, Banana & Cream, Strawberry & Cream

Ingredients for Vanilla variety: Milk Protein Concentrate, Calcium Caseinate, **Whey Protein Concentrate**, Cocoa Powder (processed with alkali), High Oleic Sunflower Oil, **Inulin**, Cellulose Gel and Cellulose Gum, Magnesium Phosphate, DATEM, Salt, Natural and Artificial **Flavors**, Sucralose, Acesulfame Potassium, Carrageenan, **Vitamin and Mineral Blend (Sodium Ascorbate, dl-alpha Tocopheryl Acetate, Zinc Amino Acid Chelate, Biotin, Vitamin A Palmitate, Niacinamide, Potassium Iodide, Copper Amino Acid Chelate, Calcium D-Pantothenate, Chromium Chloride, Cyanocobalamin, Phytonadione Sodium Molybdate, Sodium Selenite, Folic Acid, Cholecalciferol, Pyridoxine Hydrochloride, Thiamine Mononitrate, Riboflavin, Ferric Orthophosphate, Manganese Sulfate, Tripotassium Phosphate, Dipotassium Phosphate, Sodium Polyphosphate**

# Market Examples



## Healthy Kids Organic Ready To Drink Meal Replacement Vanilla

8g protein, 3g dietary fiber, 21 vitamins & minerals

Non-GMO, Gluten free, Kosher

Ingredients: Protein Blend (Whey Protein Concentrate, Milk Protein Concentrate), High Oleic Sunflower Oil, Rice Syrup Solids, Brown Rice Syrup, **Inulin**, Natural Flavors, **Guar Gum, Arabic Gum, Xanthan Gum**, Rice Bran Extract, Tricalcium Phosphate, Potassium Chloride, Sodium Phosphate, Carrageenan Gum, Sea Salt, Stevia, **Vitamin Blend (Tocopherol Acetate, Sodium Ascorbate, Magnesium Sulfate, Zinc Gluconate, Niacinamide, Calcium Pantothenate, Copper Gluconate, Vitamin A Palmitate, Thiamine Hydrochloride, Pyridoxine Hydrochloride, Riboflavin, Folic Acid, Biotin, Potassium Iodide, Cholecalciferol, Cyanocobalamin)**, Veggie Blend 50mg (Kale, Beet, Spinach, Carrot, Tomato), Fruit Blend 50mg (Blueberry, Banana, Acai, Apple, Raspberry)

# Market Examples



## Dairy Organic Complete Nutrition Beverage Powder For Kids Vanilla

Contains 29 Vitamins & Minerals, Organic, Clean Label, Free of Lactose, Gluten & Corn

Ingredients: Rice Oligodextrin, Organic Evaporated Cane Syrup, Organic Lactose Free Milk Protein Concentrate, Organic High Oleic Sunflower Oil, Organic Soybean Oil, Organic Coconut Oil, Organic Vanilla, Natural Flavors, **Potassium Citrate, Magnesium Phosphate, Potassium Phosphate, Potassium Chloride, Choline Bitartrate, Calcium Phosphate, Sodium Chloride, Organic Soy Lecithin, Ascorbic Acid, Magnesium Chloride, Taurine, Natural Vitamin E Acetate, Ferrous Sulfate, Inositol, Biotin, L-Carnitine, Calcium Pantothenate, Niacinamide, Vitamin A Palmitate, Phytonadione (Vit. K1), Zinc Oxide, Cholecalciferol (Vit. D3), Thiamin Mononitrate (Vit. B1), Manganese Sulfate, Pyridoxine Hydrochloride (Vit. B6), Riboflavin (Vit. B2), Copper Sulfate, Cyanocobalamin (Vit. B12), Potassium Iodide, Sodium Selenate, Folic Acid, Chromium Chloride, Sodium Molybdate**

# Market Examples



## Organic 1% Lowfat Milk Cartons Original

Kosher, Organic Milk

Ingredients: Lowfat Milk, **Vitamin A Palmitate**, **Vitamin D3**



## Organic Valley Breakfast Balance

Gluten Free, Made with 16g protein, 30% less sugar, excellent source of calcium

Flavors: Dark Chocolate and Vanilla Bean

Ingredients: Skim Milk, Organic Grade A Lowfat Milk, Fair Trade Unrefined Cane Sugar, Organic Grade A Cream, Organic Fair Trade Vanilla Bean Flavor, Lactase Enzyme, Gellan Gum, Organic Stevia, **Vitamin D3**



## 2.0 Low Sugar



- Sugar reduction and low sugar is another important sentiment driving dairy product development.
- According to WHO (2018), current evidence suggested that increasing consumption of sugar-sweetened beverages is associated with weight gain.
- Thus, reducing consumption of sugar-sweetened beverages would also reduce the risk of unhealthy weight gain in adults.

# Market Examples



## The Farmer's Cow Limited Edition Root Beer Milk

Each bottle contains 60 calories, 1g fat, 1g fiber, 8g sugar (Low Sugar) and 2g protein, Comes with two ranges: Berry Intenz and Strawberry Blast flavors

Ingredients: Low Fat Milk, Water, Sugar, Strawberries, Soluble Corn Fiber, Corn Starch-Modified, Flavors, Fruit and Vegetable Juice (for Color), **Tricalcium Phosphate**, Pectin, Potassium Sorbate (for Freshness), Citric Acid, Stevia Leaf Extract , **Vitamin A Palmitate**, **Vitamin D3**



## Evolve Protein Shake, Toasted Almond

With no added sugar and made with only natural ingredients, including 2% milk, each pouch contains 170 to 180 calories, 4 grams of fat and 11 to 12 grams of inherent sugar, depending on variety

Ingredients: Grade A Reduced Fat Milk, Fruit Base (Water, Natural Flavors, Strawberry, Corn Starch, Raspberry Puree, Blueberry Puree, Erythritol, **Chicory Inulin**, Lemon Juice Concentrate, And Stevia), **Milk Protein Concentrate**, Live Active Cultures

# Market Examples



## Slingshot Foods' Shakes

12 Oz High-protein, Low Sugar Yogurts Accompanied By A Healthy And Delicious Shot Of Granola, Chia, Almonds, And Oats

Ingredients For Blueberry Shake Range: Lowfat Milk, **Milk Protein Concentrate**, Blueberries, Organic Cane Sugar, Water, Natural Flavor, **Fruit And Vegetable Juice** (For Color), Yogurt Cultures; (Shot) Toasted Oats, **Chia Seeds**, Almond Bits, Honey, Sunflower Oil



## Organic Meadow Yogurt Smoothie

One serving provides 10g of protein and more than one billion live and active beneficial bacteria

Comes in three varieties: Field Berry, Peach Mango and Strawberry Carrot Beet.

Ingredients: Partly Skimmed Milk, Cane Sugar, Peaches, Water, **Whey Protein Concentrate**, Mangoes, Natural Flavour, Lemon Juice Concentrate, Pectin, Fruit Juice (For Colour), Locust Bean Gum, Bacterial Cultures, **Vitamin A Palmitate, Vitamin D3**

# Market Examples



## Live Real Farm's Wholesome Smoothie

Contains no added sugar, Made with real yogurt and real fruit  
Comes with varieties: Mixed Berry (strawberry, blueberry, raspberry and blackberry), Pineapple Orange Mango and Strawberry Banana

Ingredients: Cultured Lowfat Milk, **Puree Concentrates (Apple, Strawberry, Blueberry, Blackberry, Raspberry)**, Water, Natural Flavor, Red Beet Juice From Concentrate (For Color), Pectin. Live And Active Cultures: *S. Thermophilus*, *L. Bulgaricus*, *Bifidobacterium*, *L. Acidophilus*, *L. Paracasei*



## Benecol Raspberry No Added Sugar Yogurt Drink

With plant stanols, heart health vitamin B1, Low in sat fat, No added sugar

Ingredients: Yogurt (85%) (Skimmed Milk, Yogurt Cultures), **Plant Stanol Ester (Plant Stanols 3%)**, Water, Raspberry (3%), Apple Puree, Lemon Juice, Stabiliser (Pectin), Colour (Beetroot Juice), Flavouring, Sweetener (Sucralose), **Vitamin B1**

## 3.0 High Proteins



- Protein's health halo has continuous to shine brighter where food manufacturers are increasingly pumping up the protein content of their fortified or functional food and beverages to capture consumer spending.
- The rising interest in plant protein, dairy protein is still soaring for protein ingredients in terms of nutrition and digestibility, as well as for muscle recovery after exercise.
- Protein not only furnishes our body with the necessity needs but also plays a role in energy metabolism, weight loss and weight management (Ingredientsnetwork.com, 2018).

# Market Examples



## Anchor Protein+ Flavoured Milk

- Anchor Protein+ flavoured milk is hitting New Zealand shelves early of September 2018.
- The new beverage features 20g of protein per serve and unlike most flavoured milk drinks, contains no added sugar.
- Anchor Protein+ flavoured milk comes in three flavours: vanilla, chocolate and mixed berry

# Market Examples



## Iconic Tumeric Ginger Protein Drink

Non-GMO/ 20g of protein, only 3g of sugar and 130 calories

Ingredients: **Milk Protein Concentrate**, Cane Sugar, **Chicory Root**, **Monk Fruit Juice**, **Flavors**, Vegetable Glycerin, High Oleic Sunflower Oil, **Turmeric Root**, Ginger Root, Sunflower Lecithin, Magnesium Phosphate, Sodium Phosphate, Potassium Citrate, Cinnamon, Organic Locust Bean Gum, Gellan Gum, Sea Salt, Black Pepper, and **Cyanocobalamin (Vitamin B12)**

## Organic Protein Plant Based Vegan RTD Protein Shake

Non-GMO/ 7g Organic Fiber/ 100% plant based, organic high protein shake with zero grams of sugar and zero artificial sweeteners

Ingredients: **Pea Protein**, Erythritol, Acacia Gum, High Oleic Sunflower Oil, **Inulin**, Natural Flavors, Rice Extract, Trisodium Phosphate, Natural Flavors, Tripotassium Citrate, Gellan Gum, Stevia, Sea Salt

# Market Examples



## Bolthouse Farms protein shakes

30g protein and 21 vitamins and minerals per bottle

Ingredients: Reduced Fat Milk, Cane Sugar, **Whey Protein Concentrate**, **Soy Protein Isolate**, Banana Puree, Almond Butter, Honey, Natural Flavors, Dipotassium Phosphate, Acacia Gum, Coconut Water Concentrate, **Vitamin C (Ascorbic Acid)**, **Gellan Gum**, Sea Salt, **Carrageenan**, **Vitamin A**, **B1**, **B2**, **B3**, **B5**, **B6**, **B7 (Biotin)**, **B9 (Folic Acid)**, **B12**, **D3**, **E**, **Calcium (Tricalcium Phosphate)**, **Phosphorus (Tricalcium Phosphate, Magnesium Phosphate)**, **Magnesium Phosphate**, **Chromium Chloride**, **Iodine (Potassium Iodide)**, **Iron (Ferric Orthophosphate)**, **Zinc Oxide**, **Copper Gluconate**



## Max Sport Protein Shake Ready to drink

Contains a high content of protein (25g protein), high fiber without added sugar

Ingredients: Skimmed Milk (31%), Water, Whole Milk (31.5%), Milk Protein, **Dietary Fibre**, Cocoa Powder, Acidity Regulator: Trisodiumcitrat, Sweetener: Steviol Glycosides, Stabiliser: Carrageenan, **Flavouring**.



# Market Examples



## Nestle Lindahls Kvarg Yogurt Drink

No.1 in Sweden - In value sales of the total quark segment in Schweden (Nielsen, 2018).

23g protein per bottle, High protein, Low fat, Lactose free

Available in two flavours” Peach & Passion Fruit, Raspberry & Vanilla

Ingredients: Skimmed Milk, Modified Maize Starch, Flavouring, Acidity Regulator (Citric Acid), Black Carrot Juice Concentrate, Lactase Enzyme, Microbial Rennet, Lactic Cultures, Sweeteners (Aspartame, Acesulfame K), **Vitamin D**



## For Goodness Shakes Protein Chocolate Ultimate Protein

Packed with 40g protein, naturally rich in BCAAs, Glutamine and is low-fat

Ingredients: Milk (19%), **Milk Protein Concentrate** (8%), Cocoa Powder (2%), Stabilisers (Cellulose, Cellulose Gum, Carrageenan), **Vitamins (Niacin, Acid, B12, D)**, **Flavouring**, Sweetener (Sucralose)

# 4.0 With Added Functional Ingredients

- Consumers want health benefits in products they consume every day.
- Using functional ingredients in a product gives consumers the benefits they want in options that fit their dietary preferences and lifestyles (Lara, 2018).
- The global inulin market is forecasted to register a CAGR of 6.5%, and reach a value of USD 1.5 billion, by 2023.
- The gaining popularity of prebiotic ingredients and rising awareness towards low fat and calorie reduction is expected to fuel inulin market demand during the next five years.
- FDA also has recognized inulin as generally (recognized as safe) GRAS product, which is expected to have a positive impact on the market and the demand is majorly from the dairy industry.
- Food and beverages are likely to dominate during the forecast period owing to increasing functional ingredients demand used for sugar level reduction and enhancing gut health function (Mordor Intelligence, 2018).

# Market Examples



## Bebelac Go Susu UHT

Contains Omega 3 & 6, Inulin, Vitamins and Mineral with lower sugar content

Ingredients: Milk Powder, Sucrose, Maltodextrin, **Vegetable Oil (Omegae 3 & 6)**, **Inulin**, **Minerals**, Vegetable Stabilizers, **Vitamin Premixes**, **Emulsifiers** of Soy Lecithin, **Vanilla Flavorings**



## Zee RTD Swizz Chocolate Milk

Contains Choline, Inulin with high calcium

Ingredients: Full Cream Milk, Sucrose, Vegetable Cream, Skim Milk, Chocolate Powder, Chocolate **Flavor**, Maltodextrine, **Prebiotics (Inulin)**, **Minerals And Vitamins (including Choline, Vitamin B1, B2, B3, B6, B12)**.

# Market Examples



## Hellus Yogurt Drink with Wildberry

Ingredients: Plactic Acid Bacteria L. Acidophilus LA-5, Bifidobacterium BB-12, L. Casei And Lactobacillus Fermentum ME-3, Sugar, Wild Berry **Juices From Concentrate** 5.0% (Raspberry Juice, Blackberry Juice, Strawberry Juice, Elderberry Juice), Dextrose, **Fibre (Inulin)**, Thickener (Guar Gum), **Antioxidant (Ascorbic Acid, Citric Acid)**, Acidity Regulator (Sodium Citrate), **Flavouring**



## Emmi Energy Milk

Available in Strawberry, Banana, Mocca, Choco, Vanilla Flavors  
 Ingredients: Semi-skimmed Milk , 8% Concentrated Strawberry Juice, Sugar, Whole Egg Pasteurised, Dextrose (2 G/100 G), Maltodextrin, **Soluble Fibres (Inulin)**, Stabiliser E339, Beetroot Juice , Flavourings, Milk Mineral Concentrate, Carrageen Thickening Agent, **Vitamins E, B6, B2, B1, D**

# Market Examples



## Fairlife Smart MilkShakes Creamy Strawberry Drink with Oats and Honey

Contains prebiotic fibre and vitamins C and E as antioxidants

Ingredients: Reduced Fat Grade A Milk, Honey, Strawberry Puree, Oat Flour, **Fructooligosaccharides**, **Monk Juice Concentrate**, Stevia Leaf Extract, Natural Flavors, Pectin, Gellan Gum, Red Beet Juice Concentrate, Sodium Polyphosphate, Lactase Enzyme, **Vitamin A Palmitate**, **Vitamin K (Menaquinone)**, **Vitamin C (Ascorbic Acid)**, **Vitamin E (Tocopherols)**, **Vitamin D3**

## Heavenly Blush Yogurt Drink To Go

High in Calcium, Low in Fat, Less Sugar, Source of Fibre (Inulin)

Ingredients: Skim Yogurt, Sugar, **Water Soluble Fiber (Inulin and GOS)**, Pure Strawberry, Pectin Stabilizer Premix, **Calcium Carbonate**, Natural Identical Strawberry, Acidity Regulators (Citric Acid and Sodium Citrate), Natural Karmin Dyes

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