



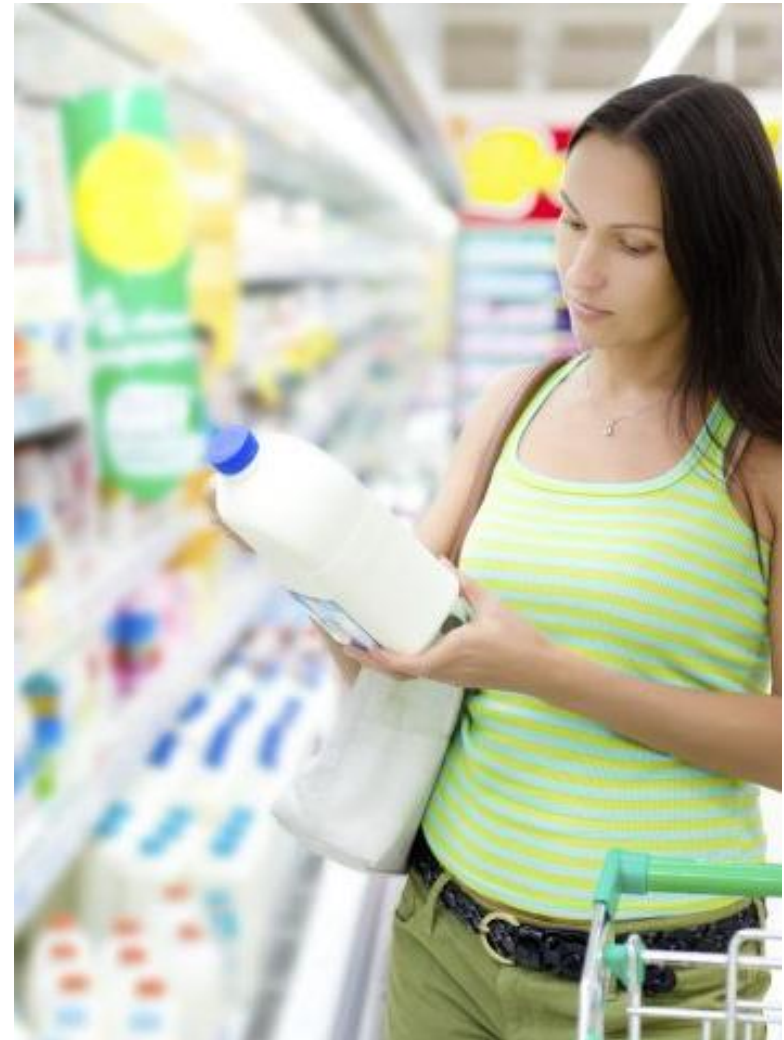
GLOBAL
DAIRY BEVERAGES
MARKET TRENDS 2020



INDUSTRY INSIGHT

Market Overview

- Global dairy based beverage market is expected to register a CAGR¹ of 6.1% during the forecast period, 2019-2024.
- Dairy drinks are naturally high in calcium content and perceived by consumers as nutritious, 'good for me' products.
- The growing demand for healthy dairy beverage has led key players such as Co-cola, Pepsi, Danone, Yakult and Kerry Foods to constantly focusing on new product launches of dairy beverage which meets customer requirements.



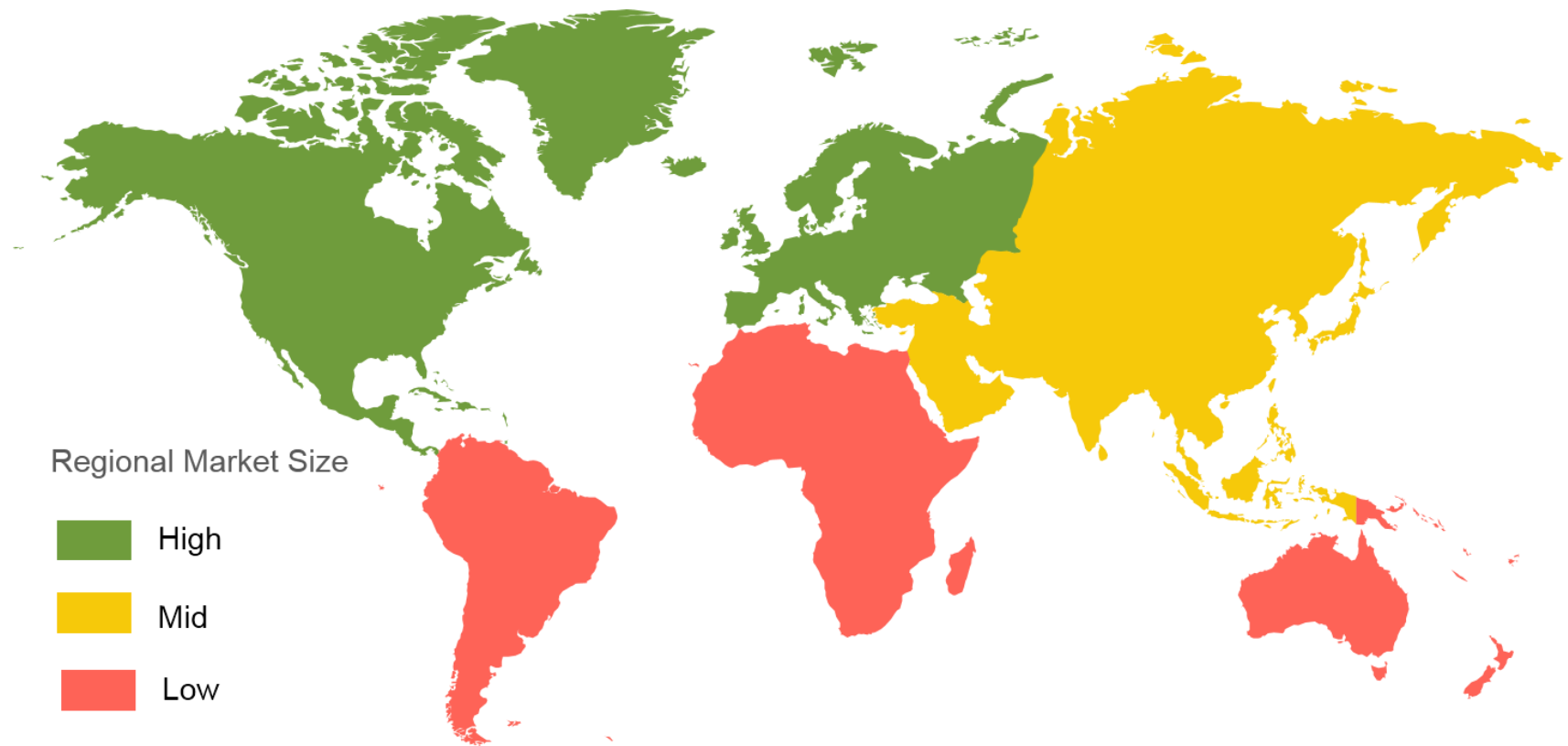
¹Compound Annual Growth Rate

Market Demand

Regional Market Size

- Health-conscious customers have preferences over dairy based beverages with the limited amount of fats and cholesterol.
- Dairy based beverages are also available in a wide variety of flavours, packets, and other supplements which are beneficial for health as well as cost-effective.
- North America and Europe holds a major market share in the global dairy beverage market.
- Asia-Pacific is the fastest growing market due to building up of health concern issues, augmentation in disposable income level, enlarging working women population, and rising population are the central issues which boost up the market.

Global Dairy Based Beverages Market – Market Size (2018), by Region



Source: Mordor Intelligence, 2019



MARKET SEGMENTATION BY TYPES

Dairy Beverages

By Types

- Standard White Milk
- Flavoured Milk
- Drinking Yoghurt
- Functional Milk
- Others



Source: Mordor Intelligence, 2019



KEY MARKET TRENDS

Digestive Wellness

Probiotics & Prebiotics

- Probiotics are live microorganisms that are good for digestive system and prebiotics are food for these beneficial bacteria.
- Functional milk and dairy beverages have been considered as ideal vehicles for the delivery of probiotics.
- Probiotics, functional dairy and natural colours combined with Asia's rapidly changing lifestyle and health needs are among the top factors driving industry growth in the region.

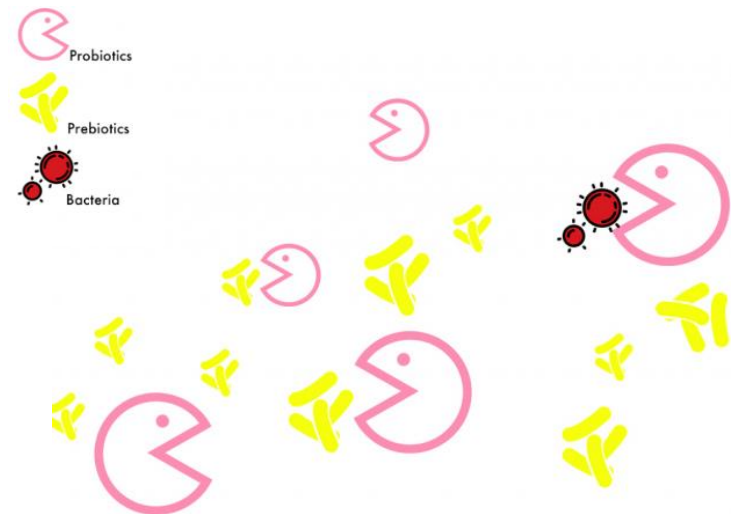


Source: Grumezescu & Holban, 2019; New Nutrition Business, 2019

Digestive Wellness

Probiotics & Prebiotics

- Nowadays, research is also being carried out on the incorporation of the prebiotics to dairy beverages which aid to feed the gut's natural microflora to improve digestive health and strengthen our immune system.
- When probiotics eat the prebiotic fibre, they multiply and become stronger and more effective in aiding digestion.



Lighter Enjoyment: Low Calories, Cholesterol and Fats

- In the recent years, dairy products with “low” claim has increased tremendously.
- Dairy based beverages with reduced fats and cholesterol are in favoured by the health-conscious customers.
- Consumers want to enjoy tasty dairy products without any psychological burden or negative health effects.
- Fat replacers are being used to develop low calorie beverages.



Fat Reborn

Healthy lipids – Omega 3 Fatty Acids

- Omega-3 fatty acids are the essential nutrient due to its wide range of health benefits like reduction of cardiovascular diseases and anti-cancerous properties.
- Dietary sources of omega-3 fatty acids include plants (particularly flax, canola, walnuts and hemp) and fish (particularly ocean fish such as sardines, anchovies, salmon and mackerel).
- The increasing interest of consumer in improving their health and well-being is a principal factor behind the success of the functional food and beverage market.

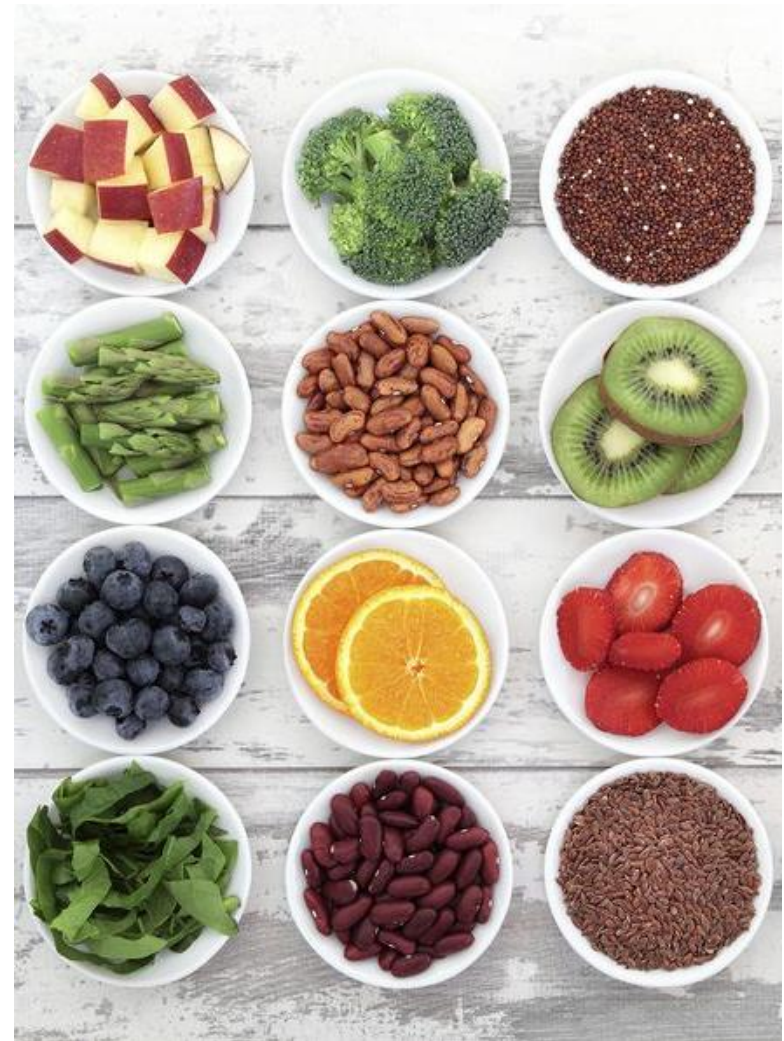


Source: Grumezescu & Holban, 2019; New Nutrition Business, 2019

Bioactive Compounds: Phytosterols

As cholesterol-lowering agents in humans

- Phytosterols, also known as plant sterols, are cholesterol-like molecules found in plants such as whole grains, fruits, legumes (e.g., lentils and soybeans), and other vegetables.
- Phytostanols, a subgroup of phytosterols, are mainly found in cereal grains, particularly rye and wheat.
- Dairy products enriched in phytosterols have become popular in last years among people who have high cholesterol.

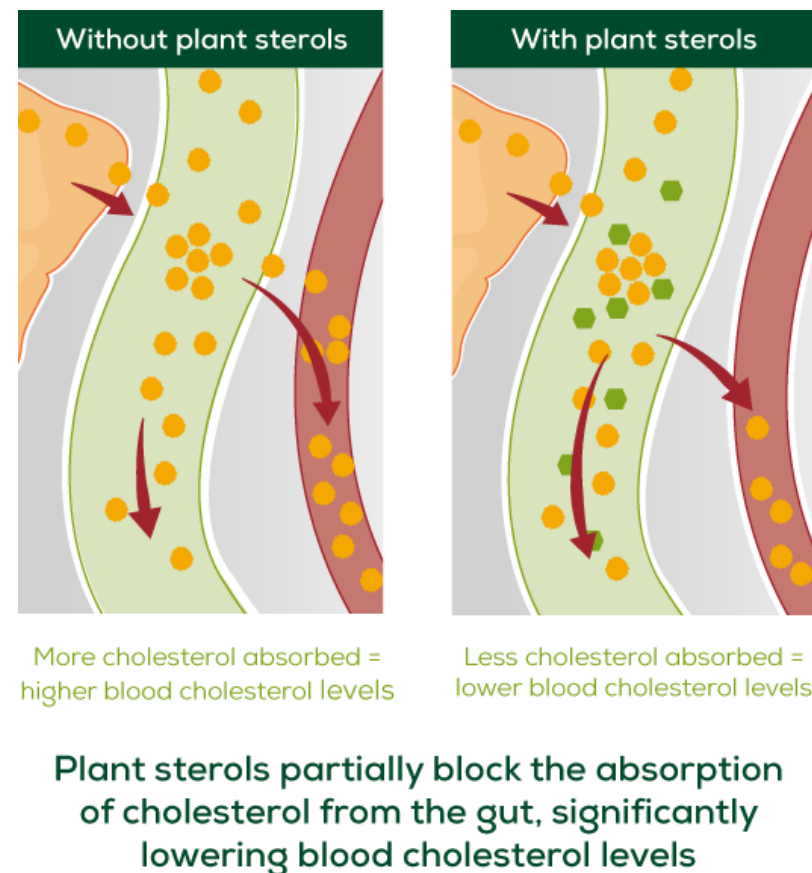


Source: Grumezescu & Holban, 2019

Bioactive Compounds: Phytosterols

As cholesterol-lowering agents in humans

- Most studies have consistently shown that the intake of 2-3g/day of phytosterols is associated with significant lowering (5%-15% range) of LDL cholesterol (MacKay & Jones, 2011).
- In the intestinal lumen, phytosterols displace cholesterol from mixed micelles and inhibit cholesterol absorption (Ogbe et al., 2015).
- Low fat milk are one of the most commercialised functional dairy based beverages enriched in plant sterols.



Incorporated with Antioxidants

Neutralise and scavenge free radicals

- Antioxidants are chemical substances that can neutralise and scavenge the free radicals, which are unceasingly produced in human body.
- Intake of antioxidants in the form of supplements or foods may protect the body from oxidative stress and damage.
- Demands are increasing throughout the globe and large number of foods and dairy products are being supplemented with natural antioxidants.





MARKET EXAMPLES

Digestive Wellness: Probiotics & Prebiotics

Stonyfield Organic Probiotic Protein Smoothie

Billions of probiotics, which help support immunity and digestive health (when eaten regularly as a part of a healthy lifestyle and diet).

Ingredients for Wild Berry Flavour: Cultured Pasteurized Organic Low Fat Milk, Organic Cane Sugar, Natural **Flavour**, **Pectin**, Organic Carrot **Juice Concentrate** (Colour), Organic Blueberry **Juice Concentrate**, **Vitamin D3**.

6 Live Active Cultures: *S. thermophilus*, *L. bulgaricus*, *Bifidobacterium BB-12®*, *L. acidophilus*, *L. paracasei* and *L. rhamnosus*.



Varieties: Wild Berry, Strawberry, Peach

Digestive Wellness: Probiotics & Prebiotics

Chobani® Blended Greek Yogurt Drink

Excellent Source of Protein

Contains live and active cultures: *S. Thermophilus*, *L. Bulgaricus*, *L. Acidophilus*, *Bifidus* and *L. Casei*.

Ingredients for Piña Colada Flavour: Low Fat Yogurt (Cultured Pasteurised Non-Fat Milk, Cream), Water, Evaporated Cane Sugar, Pineapple **Puree**, **Natural Flavours**, Fruit and Vegetable **Juice Concentrate** (For Colour), **Chicory Root Fibre**, Fruit **Pectin**, Locust Bean Gum, Lemon **Juice Concentrate**, Turmeric (For Colour).



Varieties: Cherry Vanilla, Mango, Mixed Berry, Peach, Piña Colada, Strawberry

Digestive Wellness: Probiotics & Prebiotics

Dreaming Cow LUSH Grassfed Yogurt Drink

Subtly Sweet with One Full Serving of Veggies

Over 20 Billion Probiotics

Ingredients for Peach Ginger Pumpkin & Carrot: Grass-Fed Whole Milk, Carrot Juice (from **concentrate**), Pumpkin **Puree**, Cane Sugar, Peach, Natural **Flavours**, Ginger and Live Active Cultures: *Bifidobacterium BB-12®*, *S. Thermophilus*, *L. Bulgaricus*, *L. Acidophilus*, *Bifidus*.



Varieties: Strawberry Raspberry Purple Carrot & Beet, Blueberry Boysenberry Purple Carrot & Beet, Lemon Passionfruit Carrot & Pumpkin, Peach Ginger Pumpkin & Carrot.

Digestive Wellness: Probiotics & Prebiotics

Activia® Probiotic Dailies with Prebiotic Fiber

Incorporation of prebiotic fibres to billions of live and active probiotics for a trendy and delicious addition to your gut health routine.

Ingredients for Honey Ginger Flavour: Cultured Grade A Reduced Fat Milk, Cane Sugar, **Chicory Root Fibre**, Water, Contains less than 1% of Acacia Gum, Honey, Ginger, **Pectin**, Natural **Flavours**, Lemon **Juice Concentrate**, **Vitamin D3**.



Varieties: Lemon Ginger, Honey Ginger

Digestive Wellness: Probiotics & Prebiotics

Fruzinga Non-Fat Drinkable Yogurt

Billions of Beneficial Probiotics

Prebiotic Fibre

Excellent Source of Calcium

Good Source of Protein

Ingredients for Strawberry Flavour: Cultured Skim Milk, **Prebiotic Fibre**, Erythritol, Milk, Protein Concentrate, Tapioca Starch, Carob Gum, Strawberry **Puree**, Organic Tapioca Starch, Water, Natural **Flavours**, Purple Carrot **Juice Concentrate**, Organic **Stevia Extract**, **Vitamin D3 (Cholecalciferol)**.



Varieties: Strawberry, Coconut Banana, Black Cherry, Peach, Mango

Digestive Wellness: Probiotics & Prebiotics

Dutchmill Delight

With the DUO ACTIVE combination of Probiotics and + Prebiotic Fiber, you and your child will be drinking your way to a healthier and happier digestive system.

Ingredients: Skimmed Milk, Sugar, **Prebiotic Fibre (Inulin)**. Contains: Live *Lactobacillus paracasei* Strain.



Lighter Enjoyment: Low Calories, Cholesterol and Fats

Hood Calorie Countdown 2% Reduced Fat Dairy Beverages

Whole Milk – 53% Fewer Calories, 83% Less Sugar, 75% Fewer Carbohydrates

Chocolate Milk – 65% Fewer Calories, 90% Less Sugar, 84% Fewer Carbohydrates

Ingredients for Chocolate Milk: Water, Ultrafiltered Fat Free Milk, Cream, Cocoa Processed With Alkali, Natural and Artificial **Flavours**, **Calcium Carbonate**, Cellulose Gel, Cellulose Gum, Salt, Disodium Phosphate, **Sucralose**, **Acesulfame Potassium**, **Vitamin A Palmitate**, and **Vitamin D3**.



Varieties: Whole Milk, Chocolate

Lighter Enjoyment: Low Calories, Cholesterol and Fats

Lactaid Lowfat 1% Milk

Get all the protein, vitamins, and calcium of real milk – with 70% less fat and 100% less lactose.

Ingredients: Low Fat Milk, Lactase enzyme*,
Vitamin A Palmitate, Vitamin D3.

*Ingredient not in regular milk



Lighter Enjoyment: Low Calories, Cholesterol and Fats

Fa!rlife YUP!® Low Fat Ultra-Filtered Flavoured Milk

4.5g Fat per 414ml serving

Ingredients for Dairy 'Licious Flavour: Low Fat Ultra-Filtered Milk, Lactase Enzyme, **Natural Flavours**, **Vitamin E (Tocopherols)**, **Vitamin A Palmitate**, **Vitamin D3**.



Varieties: Rich Chocolate, Dairy 'Licious, Very Strawberry, Smooth Vanilla

Lighter Enjoyment: Low Calories, Cholesterol and Fats

Wexford Low Fat Milk

Contains 33% less total and saturated fat than standard low fat milk and has a lower calorie content.

1% fat milk is a good option if you like the taste of low fat milk, but want to enjoy milk with a lower fat content and is a great choice for people who are looking for simple changes to reduce the overall fat and calorie content of their diet.

Ingredients: Pasteurised and Homogenised 1% Low Fat Milk.



Lighter Enjoyment: Low Calories, Cholesterol and Fats

Devondale Skim Long Life Milk

All the goodness without the fat — this one's 99.8% fat free.

It is the ultimate option for convenience, stays farm fresh for up to 9 months and is free from preservatives.

Ingredients: Skim milk.



Lighter Enjoyment: Low Calories, Cholesterol and Fats

F&N Magnolia Low Fat Hi-Cal Chocolate Milk

67% More Calcium

68% Less Fat than Regular Milk

Supports Healthier and Active Lifestyle

Savour the wholesome goodness of milk with the rich, velvety taste of chocolate for well nourishment.

Ingredients: Fresh Milk, Milk Solids, Sucrose, Cocoa Powder, **Calcium Carbonate**, Emulsifier, Stabilisers.



Fat Reborn

Organic Valley Omega-3 Whole Milk

Omega-3s are important raw materials for the human brain and body.

Absolutely NO antibiotics, synthetic hormones, toxic pesticides or GMO anything.

Ingredients: Organic Grade A Milk, Refined Fish Oil (Sardine, Anchovy), Fish Gelatine (Tilapia), **Vitamin A Palmitate**, **Vitamin D3**.



Fat Reborn

Clover Sonoma Organic Milk With DHA Omega 3 + Choline

Now with DHA Omega-3 and Choline, Clover's new Organic milk supports brain development and function.

It also boosts memory, mood and cognitive development!

Ingredients for Whole Milk: Organic Milk, **DHA Algal Oil, Choline Chloride, Vitamin D3**.



Varieties: Whole Milk, 2% Reduced Fat Milk

Fat Reborn

Brainiac Kids Whole Milk Yogurt Drink

Each drink has the BrainPack, a blend of nutrients kids growing brains need including Omega-3 DHA, Omega-3 ALA and Choline.

Ingredients for Strawberry Flavour: Pasteurized Organic Whole Milk, Water, Cane Sugar, Milk Protein Concentrate, Tapioca Starch, Strawberry **Juice Concentrate**, Carrot Juice (For Colour), Natural **Flavours**, Carob Bean Gum, Monk Fruit, **Gellan Gum**, Cultures (*S. thermophilus*, *L. bulgaricus*, *L. lactis*), Brainpack [ALA Omega-3 (Flaxseed Oil), DHA Omega-3 (**Algal Oil**), **Choline Chloride**, **Vitamin E (Tocopherols)**].



Varieties: Strawberry, Strawberry Banana, Mixed Berry, Cherry Vanilla

Fat Reborn

Thinny Skinny Strawberry Probiotic Omega 3 Drink

Highest Probiotic Amount Drink With Natural Organic Fruit – 65 Billion CFU

Omega 3s Added – Tasty, Smooth Without The Fishy Taste

Ingredients: Organic Cultured Pasteurised Non-Fat Milk, Organic Strawberries, Natural Strawberry Extract, Natural Colouring with Beet and Vegetable Colouring, Organic **Stevia**, **EPA/DHA** from Alaskan Pollock, Live and Active Probiotic Cultures, *L. acidophilus* DDS-1, *L. rhamnosus*, *Bifidobacterium lactis*, *L. bulgaricus*, *S. thermophiles*, *L. lactis*.



Fat Reborn

Fairlife Lactose-Free DHA Omega-3 Whole Chocolate Milk

125mg DHA

13g of high quality protein

No artificial growth hormones

Lactose Free

Ingredients: Ultra-Filtered Milk, Cane Sugar, Alkalised Cocoa, Natural **Flavours**, **DHA Omega-3 (Algal Oil)**, Monk Fruit **Juice Concentrate**, Salt, **Carrageenan**, Lactase Enzyme, **Vitamin E (Tocopherols)**, **Vitamin C (Ascorbic Acid)**, **Vitamin A Palmitate**, **Vitamin D3**.



Fat Reborn

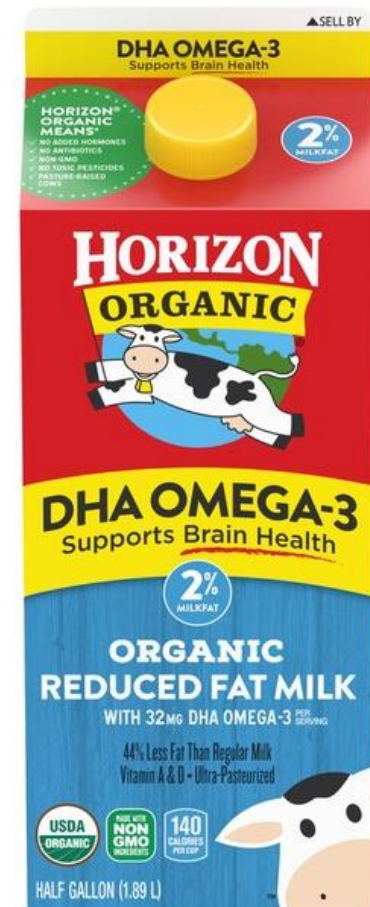
Horizon Organic Reduced Fat DHA Omega 3 Organic Whole Milk

Every 8-ounce glass of Horizon® DHA Omega-3 serves up 32mg of this important nutrient.

DHA Omega-3 Supports Brain Health Eye Health

We use only sustainable, vegetarian DHA — never fish oil.

Ingredients: Organic Grade A Reduced Fat Milk, Organic Grade A Non-Fat Milk, **DHA Algal Oil**, **Vitamin A Palmitate**, **Vitamin D3**.



Bioactive Compounds: Phytosterols

Avonmore Heart Active

Consuming just 2-3 glasses of Avonmore Heart Active every day for 2-3 weeks can help reduce cholesterol by 7%-10%.

Ingredients: 1% Low Fat Milk, Plant Sterols (0.3%),
Emulsifier: Mono and Diglycerides of Fatty Acids,
Stabiliser: **Carrageenan**, **Vitamin D3**.



Bioactive Compounds: Phytosterols

Marigold HL Milk with Plant Sterol

Awarded the Healthier Choice Symbol by Health Promotion Board (HPB).

Ingredients: Milk Solids, Fresh Milk, Plant Sterol Esters, Milk Calcium, Permitted Stabiliser and Emulsifier, **Vitamin C**, Permitted **Flavouring**, **Vitamin E**, Lactase, **Nicotinamide**, **Calcium-D-Pantothenate**, Pyridoxine (**Vitamin B6**), **Vitamin B1 (Thiamine Hydrochloride)**, **Vitamin A Palmitate**, **Vitamin K1**, **Vitamin D3**.



Bioactive Compounds: Phytosterols

Flora Pro-Activ Milk

Proven to Lower Cholesterol

With Added Plant Sterols

Low in Fat

Suitable for Vegetarians

Ingredients: Skimmed Milk (99.6%), Plant Sterol Esters (0.4%)*.

*Equivalent to Plant Sterols (0.2%)



Bioactive Compounds: Phytosterols

Benecol Yogurt Drink

Having just one bottle a day could lower your cholesterol by 7-10% in just 2 to 3 weeks thanks to unique plant stanols.

Each bottle also contains an extra boost of heart-healthy vitamin B1* which is shown to help maintain normal heart function.

Ingredients for Multifruit Flavour: Yogurt (77%) (Skimmed Milk, Yogurt Cultures), Sugar, Water, Plant Stanol Ester (Plant Stanols 3%), Mango **Puree** (2%), Passionfruit Juice (2%), Stabiliser (**Pectin**), **Flavourings**, **Vitamin B1**.



Varieties: Multifruit, Mango and Passionfruit, Strawberry, Blueberry

Bioactive Compounds: Phytosterols

Nestle Omega Plus Milk

Contains Acticol, plant sterols which are scientifically proven to lower cholesterol by blocking the bad cholesterol from entering the blood stream.

Two glasses Nestle Omega Plus milk a day also fulfil 100% of your daily calcium needs and contains the right balance of Omega 3 & 6.

Ingredients: Skimmed Milk Powder (Cow's Milk), Corn Oil, Plant Sterol (320mg/100ml), Minerals, Milk Fat, Vitamins (Contains Refined Peanut Oil), Stabiliser, Emulsifier, Vanilla **Flavour**.



Bioactive Compounds: Phytosterols

Dairy Farmers HeartActive Light Milk

HeartActive milk tastes delicious, making it the simple and easy way to help manage your cholesterol.

For the best results, enjoy 2g of plant sterols daily (2-3 serves of HeartActive milk) as part of a healthy diet, low in saturated fat.

Ingredients: Low Fat Milk, Plant Sterol Esters (Plant Sterols 0.32%) (contains Soy), Emulsifier (471).



Incorporated with Antioxidants

Kin Bulgarian Style Yogurt Drink

Ingredients for Lychee Flavour: Fresh Milk, Water, Sugar, Skimmed Milk Powder, Vegetable Stabilisers, Lychee, Milk Fat, Natural **Flavouring** Yogurt, Honey, **Concentrated Mixed Tocopherol Antioxidants**, Culture of MB-11 Bacteria (*Lactobacillus bulgaricus* and *Streptococcus thermophilus*).



Varieties: Original, Orange, Strawberry, Lychee, Blueberry

Incorporated with Antioxidants

Greenfields Yoghurt Drink

Packed with Calcium, Live Cultures and Healthy Prebiotics, Greenfields ready-to-drink yogurt is super smooth, deliciously refreshing and sure to make your day.

Ingredients for Peach Flavour: Fresh Milk, Water, Sugar, Polydextrose, Blend of Vegetable Emulsifier & Stabiliser, Peach Powder (0.10%), Peach Synthetic **Flavour**, Acidity Regulator (Citric Acid), Preservative **Potassium Sorbate**, **Synthetic Colour Beta Carotene** Cl. No. 40800 (Contains **Antioxidant Tocopherol**), Bacteria Cultures (*Lactobacillus delbrueckii* subsp. *bulgaricus*, *Streptococcus thermophilus*).



Varieties: Strawberry, Blueberry, Lychee, Mixed Fruit, Peach, Mango

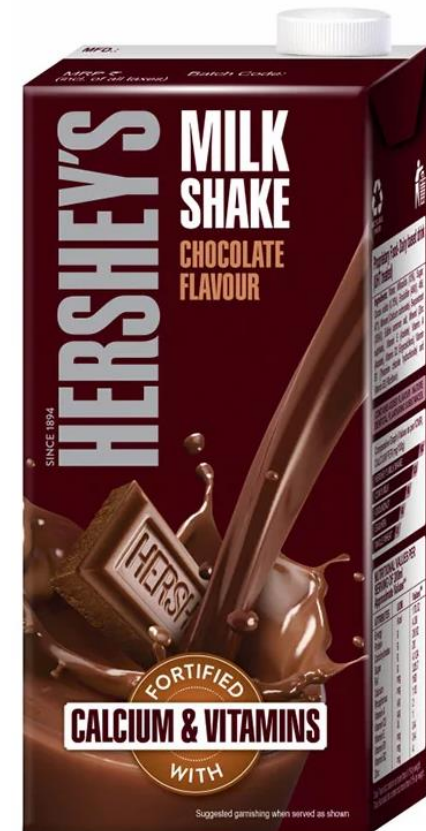
Incorporated with Antioxidants

Hershey's Chocolate Milk Shake

Comes in Creamy Chocolatey Flavour

Fortified with Essential Nutrients like Calcium and Vitamins

Ingredients: Water, Milk Solids (10%), Sugar, Cocoa Solids (0.75%), Emulsifier (471), Mineral (**Calcium Carbonate**), Sequestrant [339(ii)], Edible Common Salt, Thickening Agent (415), Mineral (Zinc Sulphate), **Vitamin E** (Acetate), **Vitamin A** (Acetate), **Vitamin D2** (Ergocalciferol), **Vitamin B1** (Thiamine Chloride Hydrochloride) and **Vitamin B2** (Riboflavin).



Incorporated with Antioxidants

Marigold HL Strawberry Milk

Strawberry flavoured milk with the goodness of essential vitamins and folic acid.

It is also low in fat, so you don't have to worry consuming it plenty!

Ingredients: Solid Milk, Sucrose, Strawberry Juice Concentrate, Vitamin C, Vitamin E, Vitamin B3, Vitamin B6, Vitamin B1, Vitamin A, Vitamin B12, Vitamin D, Folic Acid.



Incorporated with Antioxidants

Avonmore Super Milk

Super Milk is fortified with vitamins B, D, E, folic acid and calcium. It is a great choice for all the family.

Ingredients for Whole Super Milk: Whole Milk, Calcium Gluconate, **Vitamin D3**, **Vitamin E**, **Riboflavin (B2)**, **Folic Acid**.



Varieties: Whole Milk, Low Fat Milk, Fat Free Milk

Incorporated with Antioxidants

Stuffer Vivita Yogurt Drink

Without Added Preservatives

Ingredients for Apple Banana Flavour: Yogurt (Skimmed Milk, Lactic Ferments), Water, Apple-Banana Preparation 9% (Apple Juice From **Concentrate** 30%, Glucose-Fructose Syrup, Banana 10%, Modified Corn Starch, **Flavour**, Acidifier: **Citric Acid**), Sugar, Dextrose, Stabiliser: **Pectin**, **Vitamins A, C, E**, Live cultures: *Bifidobacterium BB-12®*, *Lactobacillus acidophilus LA-5®*.



Varieties: Orange Carrot, Pineapple, Apple Banana, Strawberry

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THANK YOU