



Dairy Market Trends of 2016



We Bring **INNOVATIONS** Into
Global Food **Local Asian Markets!**

Dairy Market Trends of 2016



Alternatives Everywhere

Naturally Functional with Plant-based Foods

Snackification

Dairy 2.0

Redefining Sweetness

Protein

Free-from foods

For Every Body

From The Inside-Out

Fat Sheds Stigma

Source from: Mintel, October 2015; New Nutrition Business, December 2015.

Dairy Market Trends of 2016



Alternatives Everywhere

Plant-based protein, milk and other products have the potential to take over mainstream products due to broadening consumer interests in occasionally swapping meat and potential allergens for substitutes.

Naturally Functional with Plant-based Foods

Consumers feel good about choosing plant-based foods, believing they are better for the environment and for their health.

Dairy Market Trends of 2016



Snackification

Snack time is replacing the three square meals per day, which makes the sector ripe for innovation without limits. Giving people permission to enjoy an indulgent snack is one of the most effective marketing strategies.

Dairy 2.0

In the new era, dairy product innovations are focusing on taste and texture and on ingredients and benefits that are as natural as possible.

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Redefining Sweetness

Sugar has become the most vilified food and beverage ingredient on the globe. Companies should be looking for ways to market less-sweet products that still taste good.

Protein

Powered by naturally functional attributes, proteins are backed by science and have a long-standing association with maintaining a healthy weight.

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Free-from foods

Consumer interest in free-from foods are increasing and the biggest area is gluten-free, which is not a passing fad but an increasingly important aspect of all new product developments.

For Every Body

The rise of athletic programmes that encourage consumers to get and stay active showcases a parallel need for food and drinks that help consumers get acquainted with sports nutrition, including energy, hydration and protein.

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From The Inside-Out

Consumers are recognizing that diets can connect with the way they look and feel. New innovations are focusing on helping people's physical appearance as well as their personal wellness, which is enhanced with everything from collagen to probiotics.

Fat Sheds Stigma

Consumers are becoming more open-minded toward fat based products with growing education and awareness that there are 'good' and 'bad' fats. Consumer interest is growing for healthy oils and good fat content such as algae oil (omega fatty acids), coconut oil and nut-based oils.

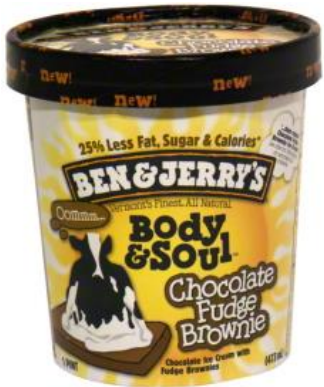
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Market Examples



Alternatives Everywhere



Ben & Jerry's Chocolate Fudge Brownie Chocolate Ice Cream with Fudge Brownies, USA
Contains Inulin



Benecol Light Spread, UK
Low fat spread with added plants stanols



Zen Monkey Nonfat Greek Yogurt, USA
Juicy Oats + Greek Yogurt + Fruit



Sneakz Organic Chocolate Milkshake, USA

A 1/2 serving of veggies in every box, deliciously disguised!



Brio Chocolate Ice Cream, USA
Contains Inulin

Naturally Functional with Plant-based Foods



Horlicks Instant Chocolate Malt Drink, UK

Free from artificial flavours, colours, sweeteners or preservatives



Iconic Protein Drink, UK
Natural Ingredients with inulin and flavorings



Kraft Natural Cheese Cheddar Extra Sharp Chunk Cheese, USA
Using Natural cheese and natamycin, a natural mold inhibitor



Elmhurst Naturals, USA
Made with low-fat milk and rice starch



Ski Smooth Strawberry & Raspberry Yoghurt, UK
Low fat with fruit puree

Snackification



Natrel Milk Skim Prisma, USA
Fat Free, Lactose Free, 100% Real Milk, Vitamins A & D added



Muller Light and Fat Free Yogurt, UK



MARIGOLD 0% Fat Yoghurt Drink, Singapore
Healthier choice to quench our thirst



The Laughing Cow Mini Cravings Mixed, France
Smoked salmon and dill flavour, Onion and Goat cheese flavoured cheese snack cubes



Parmalat 2% Reduced Fat Milk, USA
Healthy choice for on-the-go lifestyle

Dairy 2.0



Danone Oykos Greek Style Yoghurt Strawberry, Germany
Creamy yogurt with a fruit layer



Kelly's Dairy Ice Cream Made with 10% Clotted Cream, UK



Powerful Yogurt Protein Drink made with Greek Yogurt, USA



Slingshot Yogurt Drink with granola shot, USA



Danone Danio Low Fat Stained Yogurt, UK

Redefining Sweetness



Arla Skyr Iceland Style Yogurt Drink, Germany
Fat Free, Reduced Sugar, High Protein



VITAGEN Less Sugar Cultured Milk, Singapore



Yeo Valley Bio Live Blueberry & Raspberry Yogurt, UK
Organic live yogurt, no added refined sugar, nothing artificial, low in fat



Oppo Salted Caramel with Lucuma Ice Cream, UK
Contains 64% fewer calories and 65% less sugar than standard salted caramel ice cream



Dreyer's Slow Churned No Sugar Added Vanilla Ice Cream, USA

Protein



Smari New Orleans Coffee Icelandic Yogurt, USA

Contains 15% to 20% more protein



Muscle Milk Yogurt Protein Smoothie, USA



OhYeah! Protein Shake RTD, USA

Only 3 grams of sugar with 32 grams Protein, Lactose and Gluten Free.



Top Line Milk Company Launches Low and Slow Milk, USA

8g of Protein per Serving



MARI GOLD HL Milk, Singapore

High Protein, Low Fat

Free-From foods



Challenge Lactose Free Butter with Canola Oil, USA



Lactofree Milk Range, Denmark



Lactofree Soft White Cheese, Denmark



Mars Lactose Free Chocolate Milk, UK



CupFul Twarog Fresh Cheese with Greek Yogurt, USA
Gluten Free



Brio Ice Cream Coffee Latte, US
50% less fat and 35% less calories, 75% less cholesterol; Low glycemic, nothing artificial, Gluten Free, Vegetarian, Non-GMO, Omega 3s

For Every Body



Yazoo Smoothie with smooth oats, UK



Dairylea Light Cheese Spread Slices, UK



Laughing Cow Dip And Crunch Cheese Spread, France



Laughing Cow Spreadable Cheese Wedges Light, USA
50 percent less fat



Carte D'Or Vanilla Light Frozen Dessert, UK



Danone Actimel L.Casei Defensis, UK
Contains L.casei cultures, suitable for the whole family, from age 3 upwards, No preservatives or colours, No artificial flavors

From The Inside-Out



Yakult Cultured Milk, Malaysia

Contains the probiotic bacteria "*Lactobacillus casei* Shirota



Onken Fat Free Yogurt, UK

Contains Live Cultures - *Lactobacillus acidophilus*, *Bifidobacterium longum* and *Streptococcus thermophilus*



VITAGEN Collagen Less Sugar Cultured Milk, Singapore



Benecol Light Natural Yoghurt Drink, UK

Contain plant stanols that are clinically proven to lower cholesterol



Optiwell Fat Free Yogurt Drink, UK

No added sugar and contains calcium and is high in protein, which helps to maintain bones and muscles

Fat Sheds Stigma



**Horizon Organic Fat-Free/
Reduced Fat Milk, USA**



**Organic Valley 1% Plain
Lowfat Milk, USA**



**The Greek God Non-fat Greek
yogurt with chia seeds, USA**



**Kraft Reduced Fat Parmesan
Style Grated Topping, USA**



**Walls Soft Scoop Light
Vanilla Ice Cream, UK**
*Contains Inulin with 33%
less fat than standard ice
cream*

References



- New Nutrition Business. (December 2015). 10 Key Trends in Food, Nutrition & Health 2016.
- Mintel. (October 2015). Global Food and Drink Market in 2016.