



GLOBAL
DAIRY PRODUCTS
MARKET TRENDS 2020



INDUSTRY INSIGHT

Market Overview

- The dairy market is projected to be valued at USD 703.5 billion by 2024, while registering a CAGR of 5% over the forecast period (2019-2024).
- Expanding demand for dairy products is impelled by growing population, higher income levels, and rising health consciousness.
- The global market is primarily dominated by the milk segment, followed by butter and cheese segments.
- The yogurt and dairy desserts segments are predicted to be the fastest growing segments across the world.



Source: Mordor Intelligence, 2019a

Market Growth

- In developing countries, the sale of dairy products is contributing more than 50% to the global sales.
- The South American region is the fastest growing region, followed by the Middle East & Africa.
- Furthermore, factors, such as efficient and sustainable dairy production in these countries are impacting the market's growth.
- Moreover, modernisation resulted in low emission of greenhouse gases, better milk quality, and commercial opportunities for local dairy processing.



Global Dairy Market – Growth Rate by Region, Global, 2018



Source: Mordor Intelligence, 2019a



MARKET SEGMENTATION BY TYPES

Dairy Products

By Types

- Milk
- Lactose-Free Milk
- Cheese
- Butter
- Buttermilk
- Dairy Desserts
- Yoghurt
- Others



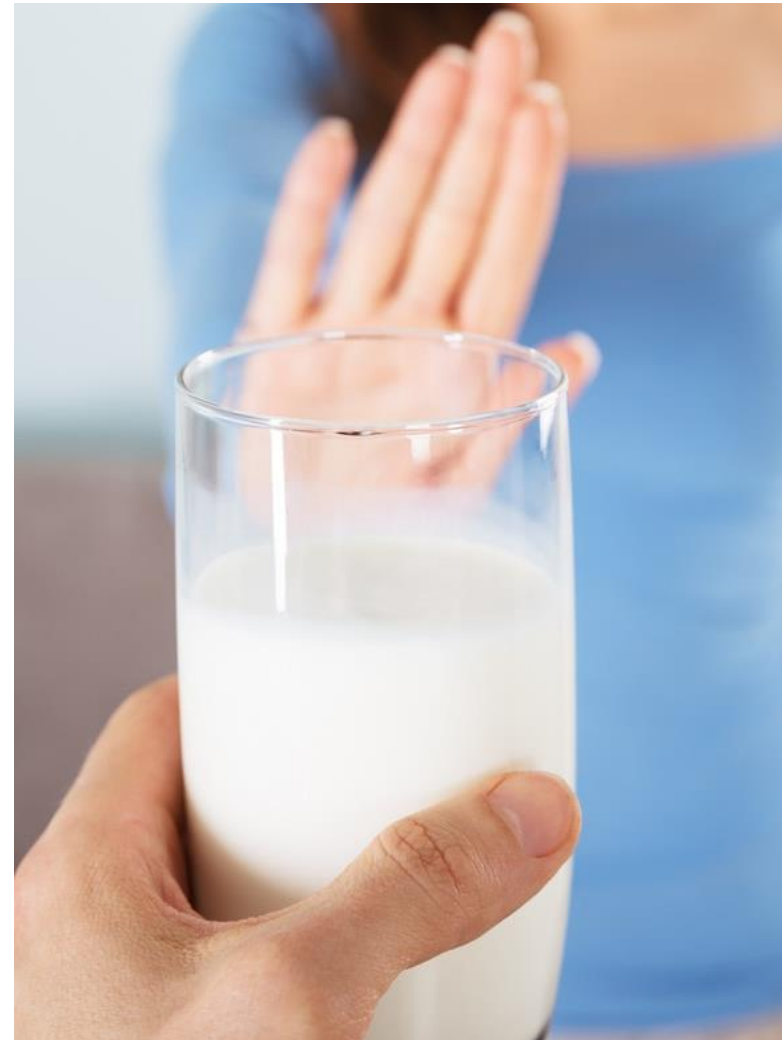


KEY
MARKET TRENDS

Lactose-Free

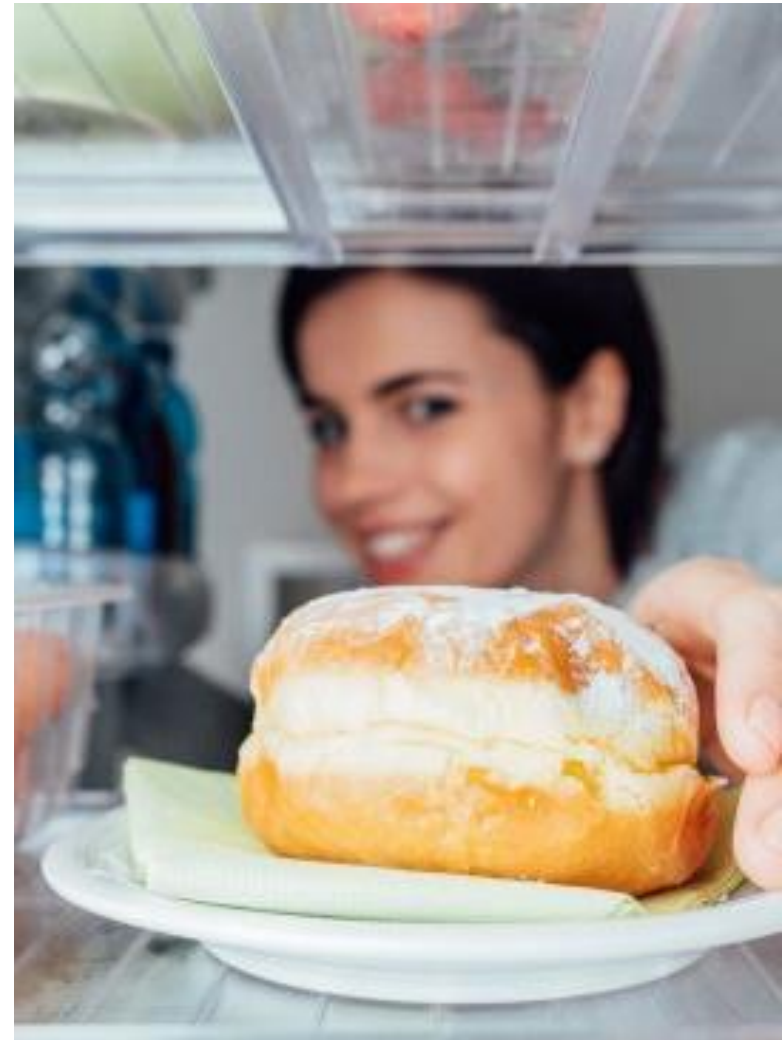
The fastest growing segment

- In the United States, Europe, and China, more than 5%, 10%, and 90% of the population are lactose intolerance respectively.
- Lactose-free dairy could also provide the essential nutrients present in regular dairy products, such as calcium and vitamins, for those that are not able to digest lactose.
- Lately, the quality and product variety in the lactose-free dairy segment has been growing significantly, giving consumers more tempting products to decide from.



Out-of-the-Box, Into-the-Fridge Snacking

- Life isn't slowing down, but snack options are more than keeping up.
- The refrigerated section is stuffing up with the kind of wholesome, fresh snacks typically prepared and portioned in advance at home.
- Quick snacks are perfectly portioned and in convenient single-serve packaging.
- Yogurt is being used as a breakfast, lunch and also as a snack nowadays.



Protein Enrichment

Utilised by human body as a muscle building staple

- The number of consumers seeking out foods with high protein content has skyrocketed in recent years.
- This mega trend is expected to carry on and is also connected with weight wellness trend and consumer interest in products with limited additives (Jørgensen et al., 2019).
- High-protein yogurt has gained increased consumer interest over the recent years, partly driven by improvements in taste and texture.



Clean Labels

Simple recipes, pronounceable ingredients

- Clean label refers to food products containing natural, familiar, simple ingredients that are easy to recognise, understand, and pronounce, with no artificial ingredients or synthetic chemicals.
- Rising health concerns of the people due to the changing lifestyles are the key factors driving the Asia Pacific dairy market growth.
- People are demanding for new and innovative dairy products with clean labels.



Source: Envision Intelligence, 2018

Positive Digestive Health

- The wellness world has been abuzz with talk of probiotics and how they can improve gut health for some time now.
- Cultured food products contain probiotics that are a good source of health benefits.
- The presence of probiotics in the diet improves health and reduces the risk of certain diseases while encouraging the growth of good bacteria in the gut.



Cutting Out Sugar

Manage your sugar cravings

- Sugar overconsumption continues to increase worldwide and contributes to multiple health-related issues.
- Consumer demands for healthier products are leading to a large push for sugar reduction in dairy foods.
- Natural and artificial non-nutritive sweeteners exist for sugar reduction.





MARKET EXAMPLES

Lactose-Free

Yoplait Lactose Free Yogurt

Creamy lactose free yogurt perfect for breakfast on the go or an afternoon snack.

Ingredients for Strawberry Flavour: Cultured Pasteurised Grade A Reduced Fat Milk, Sugar, Strawberries, Modified Corn Starch, Kosher **Gelatine**, Natural **Flavour**, Coloured with Carmine, **Pectin**, Lactase Enzyme*, **Vitamin A Acetate**, **Vitamin D3**.

*Ingredient not in Regular Yogurt.



Varieties: French Vanilla, Strawberry

Lactose-Free

Green Valley Organics Lactose-Free Yogurt

Their low fat and whole milk yogurts allow people with lactose intolerance to enjoy the health benefits and great taste of real dairy, without digestive troubles.

Ingredients for Low Fat Plain Flavour: Organic Pasteurised Cultured Low Fat Milk, Lactase Enzyme, **Pectin**, Live and Active Cultures.



Varieties: Whole Milk (Plain), Low Fat (Strawberry, Vanilla, Blueberry)

Lactose-Free

Lifeway Lactose Free Frozen Kefir

99% Lactose Free, 10 Probiotics, Only 90 Calories Per Serving, All Natural, Gluten Free

Ingredients for Pomegranate Flavour: Cultured Low Fat Milk, Evaporated Cane Sugar, Non Fat Dry Milk, Tapioca **Maltodextrin**, Natural Pomegranate **Flavour**, Natural **Flavours**, **Stabiliser** (**Guar Gum**, Carob Bean Gum), Red Beet **Juice Concentrate** (Colour), Active Kefir Cultures.



Varieties: Pomegranate, Strawberry, Mango

Lactose-Free

Beckon Lactose Free Ice Cream

First premium, lactose-free ice cream that is still made from real milk and cream.

Clean labels – Never use any gums, stabilisers, corn syrup or artificial ingredients, including colours.

Ingredients for Sea Salt Chocolate Chip Flavour: Cream, Milk (**Vitamin D3**), Non-GMO Pure Cane Sugar, Non-GMO Chocolate Chips (Sugar, Unsweetened Chocolate, Cocoa Butter, **Soy Lecithin** [An Emulsifier], Natural Vanilla Extract), Egg Yolks, Vanilla Extract, Sea Salt, Lactase.



Varieties: Sea Salt Chocolate Chip, Mint Chip, Vanilla, Chocolate, Espresso

Lactose-Free

Liddells Lactose Free Spreadable Cream Cheese

Spreadable straight from the fridge, and ideal in both sweet and savoury dishes.

Ingredients: Milk, Cream, Salt, **Stabiliser** (410), Start Culture, Enzyme (Lactase).



Lactose-Free

Lactantia Lactose Free Unsalted Butter

Rich and creamy taste, without the lactose.

Made with churned 100% pure pasteurised cream.

Ingredients: Lactose Free Cream (Lactase).



Out-of-the-Box, Into-the-Fridge Snacking

Good Culture Wellness Probiotic Gut Shots

Small but mighty gut shots are everything you'd want in a life partner – beauty, brains, health and energy.

Inclusion with functional ingredients like matcha, turmeric, collagen, and chaga to create a probiotic packed gut shot with functional benefits.

Ingredients for Pineapple + Turmeric Flavour: Organic Kefir (Organic Whole Milk, Organic Non-Fat Dry Milk, **Pectin**, Live and Active Cultures), Organic Pineapple **Juice Concentrate**, Organic Ginger Juice, Organic Sweet Potato **Juice Concentrate**, Organic Turmeric Extract, Organic Lemon **Juice Concentrate**, **Citric Acid**, Organic Black Pepper.



Varieties: Pineapple+Turmeric, Vanilla+Collagen, Chai+Matcha, Chocolate+Chaga

Out-of-the-Box, Into-the-Fridge Snacking

Chobani Flip Greek Yogurt

Chobani® Flip® Greek Yogurt is a protein-packed Greek Yogurt snack with yummy, only natural mix-ins.

It's the perfectly portioned, anytime treat made with zero artificial ingredients.

Ingredients for Boston Cream Pie Flavour: Low Fat Yogurt (Cultured Pasteurized Non-Fat Milk, Cream), Cane Sugar, Water, Wheat Flour, Cream, Milk, Vegetable Oils (Palm, Palm Kernel), Chocolate, Cocoa Butter, Fruit **Pectin**, Natural **Flavours**, Fruit and Vegetable **Juice Concentrate** & **Beta Carotene** (For Colour), Brown Sugar, Salt, Lemon **Juice Concentrate**, Skim Milk, **Soy Lecithin**, Vanilla Extract, **Guar Gum**.



Varieties: Almond Coco Loco, Apple Crisp Twist, Boston Cream Pie, Buttercrunch Blast, Carrot Cake Creation, Chocolate Haze Craze, Chocolate Chip Cookie Dough, Cinnamon Bun Fun and etc.

Out-of-the-Box, Into-the-Fridge Snacking

The Cultured Snacking Co. Probiotic Peanut Blend

Sip it like you mean it.

Spread it on toast, a banana or your filet mignon.

Ingredients: Peanut, Honey Crystals (Cane Sugar, Honey, Cane Molasses), Dried Non-Fat Yogurt (Whey Protein Concentrate, Skim Milk, Yogurt Cultures (*L. bulgaricus*, *S. thermophiles*), Coconut Oil, *Bacillus Coagulans* GBI-30 6086, Cinnamon, Sea Salt.



Out-of-the-Box, Into-the-Fridge Snacking

Président Brie Log

With a thin, edible rind, it's perfect for topping crackers or as an on-the-go treat on its own.

A gourmet snack made simple.

Ingredients: Pasteurised Cow's Milk, Cheese Cultures, Salt, **Enzymes.**



Out-of-the-Box, Into-the-Fridge Snacking

Breakstone's Small Curd 2% Milkfat Low Fat Cottage Cheese

Low fat cottage cheese with 2% milkfat is always a great choice for a quick snack.

These convenient on-the-go cottage cheese cups store neatly in your refrigerator and keep the cottage cheese fresh and ready to go for when you're craving an easy breakfast or lunchtime snack.

Ingredients: Cultured Pasteurised Grade A Skim Milk, Milk And Cream, Whey, Contains Less Than 2% Of Modified Food Starch, Salt, **Calcium Phosphate**, **Xanthan Gum**, **Guar Gum**, Natural **Flavour**, **Vitamin A Palmitate**, **Vitamin D3**.



Out-of-the-Box, Into-the-Fridge Snacking

Horizon Organic Colby Cheese Shapes

Organic colby cheese shapes are a good source of calcium and protein, so they're perfect for the lunchbox or as an after-school snack.

Ingredients: Organic Colby Cheese (Cultured Pasteurized Organic Milk, Salt, Organic Annatto [Colour], Microbial Enzymes [Non-Animal, Rennetless]), Cellulose (To Prevent Caking).



Protein Enrichment

Anchor Protein+ Yogurt

Contains 12-14g Protein Per Serving

Help you track your protein intake throughout the day, ensuring your body has a chance to use protein efficiently.

Ingredients for Passionfruit Flavour: Skim Milk, Sugar, Passionfruit (4.5%), Milk Solids, Cream, **Corn Starch**, **Stabiliser (Pectin)**, Natural **Flavour**, Acidity Regulator (**Sodium Citrate**, 452), Live Cultures (Including *Acidophilus* and *Bifidus*), Preservative (**202**), Natural Colour (Curcumin).



Varieties: Plain Unsweetened, Passionfruit, Strawberry, Blueberry, Manuka Honey

Protein Enrichment

Mopro More Than Yogurt

The 1st Greek Yogurt Infused with CFM[®] Whey Protein Isolate

24g Protein Per Serving

Ingredients: Pasteurised Whole Milk, Provon[®] Whey Protein Isolate (Produced by the Patented CFM[®] - Cross Flow Microfiltration Method), Non-GMO **Soy Lecithin**, Organic Blue Agave Syrup, Vanilla Extract, Live and Active Cultures: *S. thermophiles*, *L. delbrueckii subsp. bulgaricus*, *L. acidophilus*, *B. lactis*.



Protein Enrichment

Powerful Foods Greek Yogurt

Provides 21g of protein and 7 live active cultures that sustain your healthy lifestyle and fuels your daily routine.

Enjoy as a breakfast option, a healthy snack, or any meal replacement as it offers a 50% larger serving than most single-serve yogurts.

Ingredients for Key Lime Flavour: Cultured Pasteurized Whole Milk, Water, **Fructooligosaccharides**, Lime Pulp, Key Lime Puree, Vegetable Juice (Colour), Sea Salt, **Stevia Rebaudioside**, Turmeric (Colour), *S. Thermophilus*, *L. Bulgaricus*, *L. Acidophilus*, *Bifidus*, *L. Casei*, *L. Lactis*, *L. Rhamnosus*.



Varieties: Blueberry Acai, Strawberry, Vanilla Bean, Key Lime, Banana

Protein Enrichment

Bulla Cottage Cheese Original

Spreading on crackers as a healthy snack, topping on salads, or substituting for regular cheese in any meal.

11.2g Protein Per Serving

Ingredients: Fresh Skim Milk (92%), Fresh Cream, Milk Solids, Salt, Preservative (**202**), Thickeners (**Guar Gum**, **Xanthan Gum**, Locust Bean Gum, Processed Eucheuma Seaweed), Acidity Regulator (**Citric Acid**), Culture, Contains no more than 3% Milk Fat.



Protein Enrichment

Lifeway Protein Kefir

40-42g Protein Per Bottle

Protein Kefir is a filling post-workout or on-the-go snack that promotes muscle recovery.

Ingredients for Banana Flavour: Pasteurized Cultured Non Fat Milk, Cane Sugar, Whey Protein Concentrate, **Pectin**, Natural Banana **Flavour**, Natural **Flavours**, **Vitamin A Palmitate**, **Vitamin D3**, 12 Probiotic Cultures.



Varieties: Mixed Berry, Vanilla, Banana

Protein Enrichment

Biotiful Dairy Kefir-Quark Original

20g of Protein Per Portion

Billions of Gut-Friendly Bacteria

Source of Calcium, Vitamins B12 & B2

Ingredients: Pasteurised Skimmed
Cow's Milk Fermented with Live Kefir and Quark
Cultures*, *Includes *Bifidobacterium*, *Lactobacillus*
Acidophilus, *Lactobacillus Plantarum*, *Lactobacillus*
Casei, *Lactobacillus Rhamnosus*.



Clean Labels

Farmers Union Greek Style All Natural Yogurt

Made with just milk, cream & cultures.

Goodness of Calcium, Source of Protein, No Added Sugar

Ingredients: Milk, Milk Solids, Cream, Yogurt Cultures: *S. Thermophilus* & *L. Bulgaricus*.



Clean Labels

Nancy's Whole Milk Yogurt Fruit On Top

Made fresh from local milk guaranteed to be free of artificial growth hormones.

Each serving contains more than 50 billion live probiotic cultures.

No Thickeners, Pectins, or Cane Sugars.

Ingredients for Blackberry Flavour: Pasteurised Milk, Blackberries, Non-Fat Dry Milk, Honey, Live Probiotic Cultures: *Bifidobacterium lactis* BB-12®, *L. acidophilus* LA-5®, *L. casei*, *L. rhamnosus* LB3, Live Yogurt Cultures: *S. thermophiles*, *L. bulgaricus*.



Varieties: Blackberry, Blueberry, Cherry, Peach, Raspberry, Strawberry

Clean Labels

Stonyfield Organic Whole Milk Mozzarella String Cheese

USDA Organic, Pasture Raised, Kosher Certified

Made without the use of toxic persistent pesticides or GMO's.

Ingredients: Cultured Pasteurised Organic Milk, Salt, **Enzymes**.



Clean Labels

Straus Family Creamery Organic Ice Cream

Straus Family Creamery Organic Ice Cream begins with premium organic milk and organic cream. Without gums, thickeners, stabilisers, artificial ingredients, or colouring agents in our ice cream.

Ingredients for Chai Latte Flavour: Pasteurised Organic Cream and Organic Non-Fat Milk, Organic Cane Sugar, Organic Egg Yolks, Organic Chai Extract.



Varieties: Chai Latte, Vanilla Fudge Swirl, Maple Cream, Banana Chocolate Chip, Raspberry Chocolate Chip, Vanilla Bean, Dutch Chocolate and etc.

Clean Labels

Organic Valley Grassmilk Organic Raw Cheddar

Always Organic

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

Ingredients: Organic Cultured Unpasteurised Milk, Sea Salt, Vegetarian Enzymes.



Clean Labels

Organic Meadow Grass Fed Lightly Salted Butter

Always Non GMO, Gluten Free, No Sugar Added, No Artificial Colour

Ingredients: Organic Grass Fed Cream (Milk) and Sea Salt.



Positive Digestive Health

White Mountain Organic Bulgarian Non-Fat Probiotic Yogurt

24 Hour Fermentation, Live Acidophilus

No Added Sweeteners, No Added Thickeners, No Artificial Hormones

Ingredients: Organic Grade A Pasteurised Non-fat Milk and Live Cultures (*L. acidophilus*, *L. bulgaricus*, *S. thermophiles*, *B. bifidum*).



Positive Digestive Health

GoodBelly® Probiotics Lactose-Free Low Fat Yogurt

Made with thoughtfully chosen ingredients that are both super tasty and good for your belly.

Packed with 1 billion powerful probiotics and 11 grams of protein—satisfy your taste buds while giving your gut some good stuff!

Ingredients for Peach Flavour: Lactose-Free Low Fat Yogurt [Pasteurised Grade A Low Fat Milk, Lactase Enzyme, Cultures (*Bifidobacterium lactis*, *L. bulgaricus*, *S. thermophiles*)], Organic Cane Sugar, Organic Peach Puree, Water, **Pectin**, Natural **Flavour**, Annatto Extract (For Colour), **Vitamin A Acetate**, **Vitamin D3**.



Varieties: Black Cherry, Strawberry, Coconut, Peach, Vanilla Bean, Wild Blueberry

Positive Digestive Health

Astro Original Kefir Probiotic

Contains over 2 billion Kefir probiotic cultures *Lactobacillus acidophilus* NCFM, *Bifidobacterium lactis* Bi-07, per 125 g serving, that contribute to healthy digestive tract flora.

Ingredients for Blueberry Pomegranate: Skim Milk, Cream, Sugar, Water, Blueberries, Skim Milk Powder, Rice Starch, Pomegranate **Juice Concentrate**, **Pectin**, Natural **Flavour**, Carrot **Concentrate**, Lemon **Juice Concentrate**, Active Bacterial Cultures.



Varieties: Plain, Vanilla, Strawberry, Blueberry Pomegranate

Positive Digestive Health

Culture Republick + Probiotics Light Ice Cream

It's light ice cream with a friendly dose of probiotics. 3 billion live cultures per pint.

Ingredients for Milk & Honey Flavour: Skim Milk, Cream, Sugar, Soluble Corn Fibre, Honey, Milk Protein Concentrate, Less than 2% of: Corn Starch, Vegetable Gums (**Guar**, Carob Bean), Monoglycerides, Natural **Flavour**, Salt, Lemon **Juice Concentrate**, **Pectin**, *Bacillus Coagulans* GBI-30 6086, **Xanthan Gum**, **Vitamin A Palmitate**.



Varieties: Milk & Honey, Chocolate & Cherry, Lemon Graham, Pistachio & Salted Caramel, Turmeric Chai & Cinnamon, Cold Brew & Chocolate Chip, Matcha & Fudge

Positive Digestive Health

The Greek Gods Greek Yogurt

Ingredients for Salted Caramel with Honey Flavour: Cultured Pasteurised Grade A Milk, Cane Sugar, Cream, Brown Cane Sugar, Honey, **Pectin**, Natural **Flavour**, Salt, Butter (Cream), Contains 7 Live and Active Cultures (*S. thermophiles*, *B. lactis*, *L. acidophilus*, *L. casei*, *L. rhamnosus*, *Lactobacillus, lactis*, *L. bulgaricus*).



Varieties: Honey Vanilla, Traditional Plain, Honey, Strawberry with Honey, Non-Fat Plain, Black Cherry with Honey, Blueberry with Honey, Peach with Honey, Lemon with Honey, Salted Caramel with Honey, Maple with Honey

Positive Digestive Health

Nancy's Organic Cultured Cream Cheese

Smother your bagel with rich, organic creaminess and healthy probiotics!

Our Organic Cream Cheese is soft, spreadable, and fully cultured—delicious straight up or in your favourite recipe.

Ingredients: Organic Pasteurised Cream, Organic Non-Fat Dry Milk, *L. acidophilus*, *B. bifidum*, and 4 strains of lactic cultures.



Cutting Out Sugar

Wallaby Organic No Sugar Added Aussie Greek Style Yogurt

No sugar added — or needed.

Subtle sweetness comes from organic fruit and our famously rich whole milk Greek yogurt.

Ingredients for Peach Hibiscus Flavour: Cultured Pasteurised Whole Organic Milk, Organic Peaches, Water, Organic Peaches Puree, Natural **Flavour**, **Pectin**, Organic Locust Bean Gum, Organic Lemon **Juice Concentrate**, Calcium Citrate, Live and Active Cultures: *L. acidophilus*, *L. bulgaricus*, *S. thermophilus*, *Bifidus*, *L. Paracasei*.



Varieties: Vanilla Chai, Strawberry Rose, Peach Hibiscus

Cutting Out Sugar

Kemps Fat Free No Sugar Added Frozen Yogurt

Indulge without the Guilt

Ingredients: Skim Milk, Cultured Skim Milk, **Polydextrose**, **Sorbitol**, **Maltodextrin**, Contains less than 2% of Mono and Diglycerides, Carob Bean Gum, Cellulose, **Aspartame**, **Guar Gum**, Artificial **Flavour**, **Carrageenan**, Annatto (Colour), Live Active Yoghurt Cultures Including *L. acidophilus* and *Bifidobacterium*.



Cutting Out Sugar

Siggi's No Added Sugar Skyr

There is no added sugar in these cups. The sweetness and flavour just come from the fruit we add, and there is no artificial anything.

Each cup contains only 4-5g of sugar and 10-11g of protein.

Ingredients for Raspberry & Apple Flavour: Pasteurised Whole Milk, Pasteurised Cream, Raspberries, Apples, Fruit **Pectin**, Live Active Cultures (*S. thermophilus*, *L. delbrueckii subsp. bulgaricus*, *B. lactis*, *L. acidophilus*, *L. delbrueckii subsp. lactis*).



Varieties: Raspberry & Apple, Banana & Cinnamon

Cutting Out Sugar

Light & Fit Original Greek

With a variety of fruity and indulgent flavours, 80 calories, and 12g of protein per 5.3oz serving, you can enjoy it every day!

Diabetes Friendly

Ingredients for Key Lime Flavour: Cultured Grade A Non Fat Milk, Water, Fructose, Contains Less Than 1% Of Modified Food Starch, Lime Juice, **Pectin**, Natural and Artificial Flavours, **Sucralose**, **Beta Carotene** (For Colour), **Potassium Sorbate** (To Maintain Freshness), **Sodium Citrate**, Calcium Citrate, **Acesulfame Potassium**, Malic Acid, Blue 1, Active Yogurt Cultures *L. bulgaricus* & *S. thermophilus*.



Varieties: Strawberry Cheesecake, Toasted Coconut Vanilla, Banana Cream, Key Lime, Boston Cream Pie, Tiramisu, Caramel Apple Pie, Toasted Marshmallow, Lemon Meringue and etc.

Cutting Out Sugar

Dannon Oikos Triple Zero

0 Fat, 0 Added Sugar, 0 Artificial Sweeteners

Made with the sweetness of Stevia, a zero-calorie sweetener and sugar substitute sourced from the stevia rebaudiana leaf.

Ingredients for Coconut Crème Flavour: Cultured Grade A Non Fat Milk, Water, **Chicory Root Fibre**, Contains less than 1% of **Stevia Leaf Extract**, Natural **Flavours**, Lemon **Juice Concentrate**, Sea Salt, **Vitamin D3**, Active Yogurt Cultures including *Thermophilus* & *L. bulgaricus*.



Varieties: Peanut Butter Banana, Salted Caramel, Strawberry, Vanilla, Apple Cinnamon, Banana Crème, Cherry, Chocolate, Coconut Crème, Coffee, Orange Crème, Mixed Berry, Peach

Cutting Out Sugar

Blue Bell Country Vanilla No Sugar Added Ice Cream

Low in calories, but high in flavour. Less really is more.

Ingredients: Milk, Skim Milk, **Polydextrose**, Cream, **Sorbitol**, **Maltodextrin**, Cellulose Gel, Cellulose Gum, Vegetable Gums (**Guar**, **Carrageenan**, Carob Bean), Natural And Artificial **Flavour**, Soy Mono- And Diglycerides, **Acesulfame Potassium**, **Sucralose** (Splenda Brand), Annatto Colour, **Vitamin A Palmitate**.



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THANK YOU