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for the **ASIAN FOOD SUPPLY CHAIN**



Industry.



Retail.



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Emerging Dairy Market Trend



Dairy Market Insight



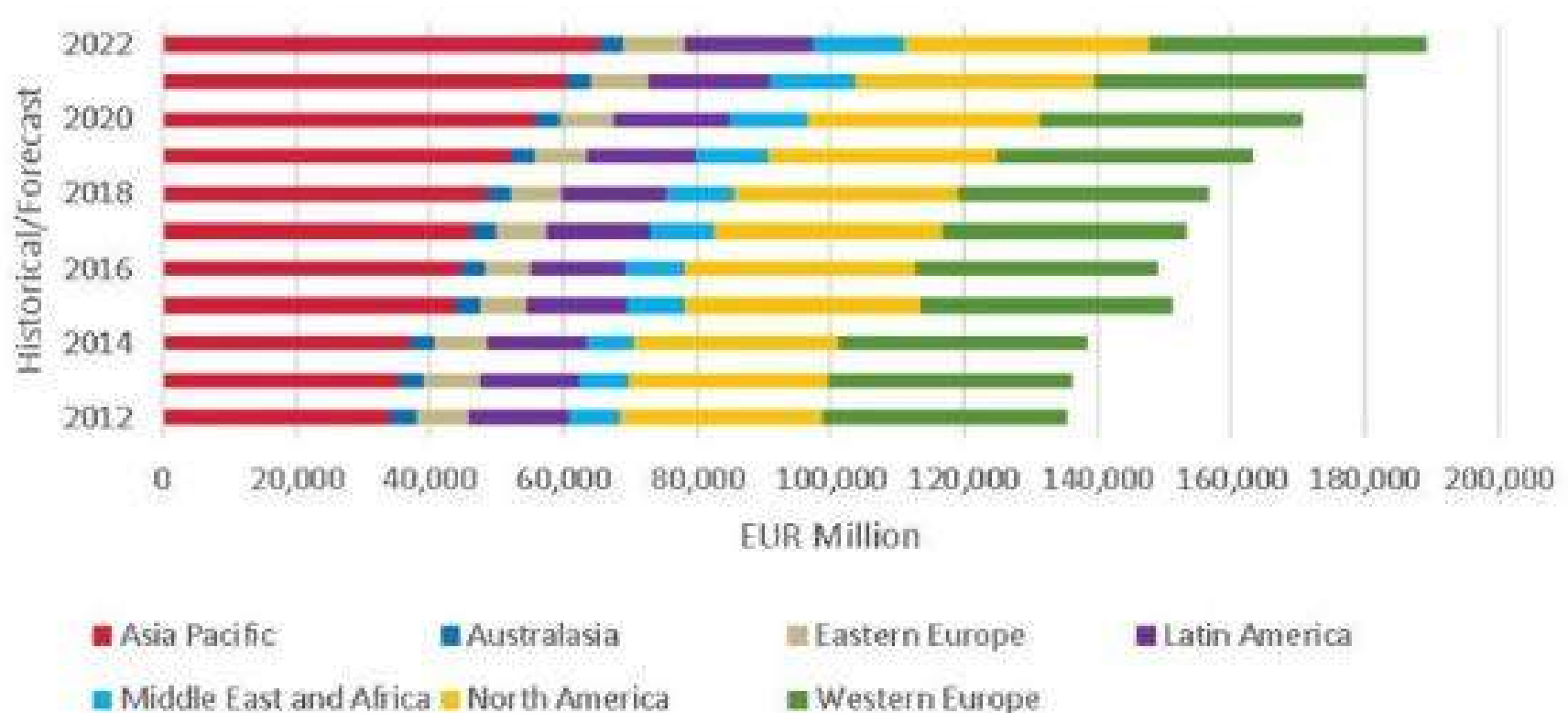
- The global dairy market was reported at USD 413.8 billion in 2017, and is expected to register a decent growth rate during the forecast period, as the global dairy market observed a volume growth of 1.8% during the past five years.
- Asia-Pacific is the most significant market holding a market share of 42% in 2017, driven by growing appetite for dairy in India and China.
- Europe, the United States, New Zealand, Australia, and Argentina are the primary dairy-producing countries globally. China is the fastest-growing dairy market, expecting to witness a CAGR of 8.9%, during the forecast period.
- Consumer interest in fermented dairy products, owing to their digestive health benefits, have become popular.

Dairy Market Insight



- Packaged milk sale accounts for over 70% of the global milk consumption, by volume, which is witnessing a stable growth rate.
- China constitutes about half of the global urban population, which is driving the western style food and beverages.
- Increased urbanization further accelerates the milk demand. China, India, the United Kingdom, and Japan are the key consumers of fresh milk, which collectively surpassed 48,900 million kg in 2017.
- UHT milk remains a significant category, holding a volume share of 23% in the overall milk category.

World Health & Wellness Dairy Market Size



The world Health and Wellness (H&W) Dairy Market was worth €153 billion in 2017 and is growing at 4.3% CAGR, with Asia Pacific (7.1% CAGR) and Middle East and Africa (7.5% CAGR) being the strongest growth areas (Euromonitor, 2017).

Global Dairy Market Growth



- The key factors driving the global dairy market growth are rising demand for dairy products due to their nutritional values.
- Growing population, increasing demand and availability of many products are creating opportunities for the market growth during 2019-2024.
- Asia Pacific market is the largest market due to countries like India, New Zealand being the largest producers and exporters of milk.
- North America is estimated to have the most significant market share due to the presence of more number of dairies and the ability to maintain those dairies.

Global Dairy Market – By Product



- Cheese
- Yoghurt
- Butter
- Buttermilk
- Ice cream
- Lactose free milk
- Cream and frozen
- Others

Source: Envision Intelligence, 2018.

Global Dairy Market Trend

Source: Envision Intelligence, 2018; Mordor Intelligence, 2018 .

Global Dairy Market Trend



1. Clean Label & Organic
2. Digestive Wellness
3. Plant Based Ingredients
4. Protein Power
5. Less Sweetness
6. Good Carbs vs Bad Cards
7. Snackification
8. Beverages Redefined
9. Fat Reborn

Source: Envision Intelligence, 2018; Mordor Intelligence, 2018 .

1.0 Clean Label & Organic



- **Clean labels & Organic** are one of the most prominent dairy food trends as 'Clean' is the new 'supreme' as far as the dairy industry is concerned.
- The use of clean label products which do not contain any additives, artificial preservatives or chemicals has become highly popular in the dairy industry where this practice will help companies in the dairy industry to increase consumer trust and mitigate brand risk.
- A survey found that as many as 73% of consumers are willing to pay higher for a food product made with ingredients they recognized and trust (Bizzozero, 2017).

1.0 Clean Label & Organic



- The concept of clean label could be defined as products containing clean and simple ingredients that consumers recognize and trust.



Good Culture Organic Cottage Cheese

The company offers flavored cottage cheeses in fruit and savory flavors, like fruit-on-the-bottom strawberry chia and kalamata olive. Its milk is also sourced from grass-fed cows.

Market Examples: Clean Label & Organic



Wild Harvest Milk, Organic, Reduced Fat, 2% Milkfat

Ingredients: Reduced Fat Milk, **Vitamin A Palmitate** and **Vitamin D3**.



Organic Valley Grassmilk

USDA Organic, Kosher, Non-GMO

Varieties: Organic Milk, Organic Fat Free Milk and Organic 2% Milkfat Reduced Fat Milk

Ingredients for Organic 2% Milkfat Reduced Fat Milk variety: Reduced Fat Grade A Milk, **Vitamin A Palmitate** and **Vitamin D3**

Market Examples: Clean Label & Organic



Organic Valley Dark Chocolate Organic Balance Protein Shake

Contains 16g protein and 50% of daily calcium, Non-GMO

Varieties: Vanilla Bean and Dark Chocolate

Ingredients for Dark Chocolate Variety: Lowfat Milk, Filtered Skim Milk, Cane Sugar, Organic Fair Trade Dutch Cocoa, Dark Chocolate Flavor, Lactase Enzyme, Gellan Gum, Stevia and **Vitamin D3**



TruMoo Protein

Contains 25g protein without high fructose corn syrup

Varieties: Vanilla, Cookies N' Cream and Chocolate

Ingredients: Lowfat Milk, Nonfat Milk, Liquid Sugar (Sugar, Water), Less Than 1% Of Cocoa (Processed With Alkali), Natural Flavors, Carrageenan, Guar Gum, Salt, **Vitamin A** **Palmitate** and **Vitamin D3**

Market Examples: Clean Label & Organic



Stonyfield Organic Strawberry & Strawberry Banana Low Fat Yogurt

Cup made from plants. Live active cultures

Ingredients for Strawberry Banana variety: : Low Fat Milk, Cane Sugar, Banana **Puree**, Natural Flavor, Strawberry **Juice from Concentrate**, Carrot Juice Concentrate (For Color), Pectin, **Vitamin D3** and 6 Live Active Cultures: *S. thermophilus*, *L. bulgaricus*, *L. acidophilus*, *Bifidus*, *L. paracasei* and *L. rhamnosus*.



Dannon Whole Milk Yogurt

Rich and creamy yogurt made with whole milk and all natural, non-GMO ingredients with Vitamin D

Ingredients For Peach Variety: Cultured Grade A Milk, Cane Sugar, Water, Corn Starch, Peaches, Contains Less Than 1% Of Fruit Juice And Vegetable Juice (For Color), Natural Flavor, Carob Bean Gum, Lemon **Juice Concentrate**, **Vitamin D3** and Milk Calcium

2.0 Digestive Health



- A FODMAP-friendly diet is a solution for those who suffer from irritable bowel syndrome (IBS), which affects at least 45 million Americans (Mellentin, 2018).
- **Inulin and Oligofructose** are natural non-digestible carbohydrates from chicory root where FDA ruling has further reinforced that they are a beneficial way for customers to improve the nutritional quality to help consumers bridge the fiber gap (FDA, 2018).

Lifeway bioKEFIR Organic Cultured Nonfat Milk

This 3.5 ounce shot is packed with 50 billion units of probiotic activity – that's twice the amount of our regular kefir!

*Ingredients: Nonfat Milk, Cane Sugar, Pectin, Vanilla Extract, **Inulin (A Natural Dietary Fiber)**, **Vitamin A Palmitate**, **Vitamin D3** and 12 Probiotic Cultures*



Market Examples: Digestive Health



Fairlife Smart Milkshakes

Ingredients for Creamy Strawberry variety: Filtered 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**, **Vitamin C (Ascorbic Acid)**, **Vitamin E (Tocopherols)**, **Vitamin D3**



Pillars Drinkable Greek Yogurt

Contains live and active probiotic cultures and prebiotic fibre, 100 calories, no fat, 18g of protein, 5g of sugar and 3g of fibre

Ingredients for Mixed Berry variety: Non-Fat Greek Yogurt, Water, Pectin (**Fiber**), Blackberry **Flavor**, Raspberry Flavor, Fructan **Fiber**, Vegetable Juice (Color) and Stevia

Market Examples: Digestive Health



Lilly Fresh Yogurt+Real Fruit

Variety: Pineapple, Peach, Mango, Strawberry & Strawberry Banana

Ingredients for Mango variety: Skim Milk, Mango Fruit Blend (Naturally Milled Cane Sugar, Mangos, Mango Puree Concentrate, Natural Flavor, Locust Bean Gum, Pectin, Citric Acid, Tumeric [For Color]), Food Starch-Modified [Corn], Kosher Gelatin, Cream, **Inulin (Dietary Fiber)**, Nonfat Milk Solids, Live and Active Cultures



DanActive Probiotic Drinks

Contains Live Cultures, Live & Active Probiotics, Gluten-free, Good source of Calcium

Variety: Blueberry, Vanilla and Strawberry

Ingredients: Low Fat Milk, Water, Sugar, **Whey Protein Concentrate**, Dextrose, Natural Vanilla Flavor, Modified Corn Starch, Pectin, Calcium Citrate, Microcrystalline Cellulose, Citric Acid and Sodium Citrate

Market Examples: Digestive Health



Dole Fruit & Yogurt Kit

Variety: Mixed Berry, Strawberry Banana and Strawberry

Ingredients for Strawberry Banana variety: **Fruit** (Strawberries, Bananas), Grade A Milk, Sugar, Nonfat Dry Milk, **Chicory Root Fiber**, Cream, Natural Flavor, Water, Tapioca Starch, Xanthan Gum, Guar Gum, **Ascorbic Acid (Vitamin C)**, Citrus Fiber, Yogurt Cultures, Stevia (Natural Sweetener), and Locust Bean Gum



Chillycow Ice Cream Light

Ingredients: Nonfat Milk, **Inulin**, Erythritol, Cream, Sugar, Natural Flavor, Stevia Leaf Extract, Honey, Whole Wheat Flour, Graham Flour, Sea Salt, Soybean Oil, Palm Oil, Nonfat Dry Milk, Sunflower Lecithin, Salt, Skim Milk, Baking Soda, Molasses, Glycerine, Soy Lecithin, Carob Bean Gum and **Vitamin A Palmitate**

3.0 Plant Based Ingredients



- **Plant-based** is a key growth trend in food, nutrition and health industry but it does not equal to vegetarianism.
- It is creative product development that is propelling plant-based foods that making them easier to include in our diets than before.
- **Inulin and Oligofructose** are derived from plant-based chicory root – the rising star of natural, prebiotic and soluble dietary fibres (Ozturk & Serdaroglu, 2017).

Longevity Diet Foods Yogurt

The first antioxidant Greek yogurt," with 125 times more antioxidants than regular yogurts

They are enhanced with functional ingredients like grape polyphenols, premium ceremonial matcha and inulin



Market Examples: Plant Based Ingredients



Lala 100 Calorie Yogurt Smoothie

Made with real fruit

Ingredients for Blueberry variety: Cultured Nonfat Milk, Water, Sugar, Blueberries, Corn Starch-Modified, Soluble Corn Fiber, Pectin, Natural Flavors, Fruit and Vegetable Juice, Stevia Leaf Extract, Potassium Sorbate, Lemon Juice Concentrate, **Vitamin A Palmitate, Vitamin D3**



Chobani Low-Fat Greek Yogurt Drink

Variety: Cherry Vanilla, Chocolate & Cream, Coffee & Cream, Mango, Mixed Berry, Orange & Cream, Peach, Pina Colada, Strawberry Banana and Vanilla Bean

Ingredients: Lowfat Yogurt (Cultured Pasteurized Nonfat Milk, Cream), Water, Mango Puree, Evaporated Cane Sugar, **Chicory Root Fiber**, Fruit Pectin, Natural Flavors, Lemon Juice Concentrate, Locust Bean Gum and **Fruit and Vegetable Juice Concentrate** (For Color)

Market Examples: Plant Based Ingredients



Chobani Hero Batch, Red, White and Blueberry" Greek yogurt

Mixed berries on-the-bottom

A single-cup serving contains 10g of protein

Ingredients: Lowfat Yogurt (Cultured Pasteurized Nonfat Milk, Cream), Water, Cane Sugar, **Strawberry Puree, Blueberry Puree, Blackberry Puree, Raspberry Puree**, Fruit Pectin, Natural Flavors, Vanilla Extract, Locust Bean Gum, Lemon Juice Concentrate, Fruit and Vegetable Juice Concentrate and **Guar Gum**



Evia Hemp-seed Infused Yogurt

Varieties: Natural, Mango & Blueberry and Acai

Contains Hemp seed oil, plant based ingredient which is rich in omega-3 fatty acids and also source of calcium, iron, fiber, vitamins A and E, amino acids and enzymes

Market Examples: Plant Based Ingredients



Carte D'Or Light Vanilla Ice Cream

Contains Oligofructose

Ingredients for Blueberry variety: Reconstituted Skimmed MILK, Water, Sugar, Glucose Syrup, **Oligofructose Syrup**, Coconut Oil, Whey Solids, **Stabilisers (Guar Gum, Locust Bean Gum, Carrageenan)**, **Emulsifier (Mono-and Diglycerides Of Fatty Acids)**, Natural Vanilla Flavourings, Vanilla Bean Pieces, Colour (Carotenes)



Chilly Cow Light Ice Cream

55% fewer calories, 70% less fat and 60% less sugar than regular ice cream

Ingredients for Brown Butter Salted Caramel Variety: Ultra-Filtered Nonfat Milk, **Inulin**, Sugar, Erythritol, Cream, Contains 2% or less of Natural Flavor, Stevia Leaf Extract (Reb M), Glycerine, Salt, Skim Milk, Coconut Oil, Sea Salt, Carob Bean Gum, Pectin, Water, Sunflower Lecithin, Baking Soda, **Vitamin A Palmitate**, Caramel Color

4.0 Protein Power



- **Protein** is another prominent ingredient that consumers are looking for on the shelves, especially dairy products made with plant protein without compromising expectations for great taste and texture (Parker, 2018).

Lala, a brand of Dallas-based Borden Dairy, launched two functional yogurt drinks (Healthies Curb). Curb combines grains, proteins and fiber to provide a satiating product. It contains 10g protein per bottle



Market Examples: Protein Power



Yoplait Greek Yogurt

Packed with 14g of protein

Ingredients: Nonfat Milk, Fruit Blend (Blueberries, Strawberries, Raspberry Puree, Fructose, Sugar, Modified Corn Starch, Pectin, Guar Gum, Citric Acid, **Vitamin A Acetate**, **Vitamin D3**, Malic Acid, Sodium Citrate), Potassium Sorbate, Natural Flavor, Yogurt Cultures (L. Bulgaricus, S. Thermophilus), Acesulfame Potassium, Sucralose



CHOBANI® SMOOTH Low-Fat Classic Yogurt

25% less sugar, and 11g protein

Ingredients for Black Cherry Variety: Lowfat Yogurt (Cultured Pasteurized Nonfat Milk, Cream), Evaporated Cane Sugar, Water, **Cherries**, Fruit Pectin, **Cherry Juice Concentrate**, Natural Flavors, Guar Gum, Lemon Juice Concentrate, Fruit and Vegetable Juice Concentrate (For Color), Live And Active Cultures: S. Thermophilus, L. Bulgaricus, L. Acidophilus, Bifidus and L. Casei.

Market Examples: Protein Power



Sweet Habit High-protein Low-fat Ice Cream

Variety: Caramel, Mint, Peanut Butter & Fudge and Cinnamon

5g protein per ½-cup serving

Ingredients for Caramel Variety: Skim Milk, Milk Protein Concentrate, Erythritol, Soluble Corn Fiber, Cream, Egg Yolks, Sweetened Condensed Milk, Sugar, Corn Syrup, Water, Coconut Oil, Caramel Color, Pectin, Salt, **Guar Gum**, Flavor, Baking Soda, Potassium Sorbate, Stevia Leaf Extract, Sugar Syrup, **Vitamin A Palmitate**



Simple Truth Low Cow Lite Ice Cream

Low calorie (240-280 calories per pint) and high in protein (24g/ pint)

Variety: Birthday Cake, Chocolate, Lemon Cake, Mint Chocolate Chip, Sea Salt Caramel and Vanilla Bean

Ingredients for Mint Chocolate Chip variety: Skim Milk, Water, Corn Starch, Erythritol, **Chicory Root Fiber**, Milk Protein Isolate, Cream, Maltitol, **Whey Protein Concentrate**, Vegetable Glycerin, Sugar, Coconut Oil, Cocoa Powder, **Locust Bean Gum**, **Guar Gum**, **Monk Fruit Extract**, Steviol Glycosides, Sea Salt, Natural Flavor, Sunflower Lecithin and **Vitamin A Palmitate**

Market Examples: Protein Power



Fairlife Smart Snacks

50% more protein & 50% less sugar than regular milk

Ingredients: Nonfat Milk, Fruit Blend (Blueberries, Strawberries, Raspberry Puree, Fructose, Sugar, Modified Corn Starch, Pectin, Guar Gum, Citric Acid, **Vitamin A Acetate**, **Vitamin D3**, Malic Acid, Sodium Citrate), Potassium Sorbate, Natural Flavor, Yogurt Cultures (L. Bulgaricus, S. Thermophilus), Acesulfame Potassium, Sucralose



Prairie Farms UHT Milk

Real milk, Ultra-pasteurized, 8g of protein per serving

Ingredients for Premium Chocolate UHT Variety: Milk, Sugar, Cocoa (Processed With Alkali), Cornstarch, Salt, Carrageenan and **Vitamin D3**.

5.0 Less Sugar



- One of the most prevalent trend as consumers are looking to cut down their sugar intake since more than ever people are consuming over the recommended amount.
- The recent trends are seen in the demand from the public on providing clean label products by **reducing sugar levels** and create permissive experiences as the need of the consumers to cut down added sugars, dairy companies are following new methods to produce products without compromising on taste & quality (Envision Intelligence, 2018).
- **Oligofructose, chicory root fiber** that can aid in sugar reduction as it provides key functional properties, including helping to modulate the flavor of some high-intensity sweeteners and acting as a bulking agent when removing sugar from a formulation (Parker, 2018).

5.0 Less Sugar



- **Monk fruit extract** is another star natural sweetener where only small amounts are needed to sweeten the foods (Balachandran, 2018; Boyle, 2015).



Talenti Gelato

Talenti Crafted with Less Sugar gelato line this year. The gelato, which comes in vanilla cinnamon, mint cookie crunch and chocolate fudge swirl, is made with the natural sweetener monk fruit and erythritol. A 1/2-cup serving of the chocolate fudge swirl flavor has 120 calories, 6g fat, 9g sugar, 6g sugar alcohol & 4g protein

Market Examples: Less Sugar



B'more Organic Skyr Smoothies

Kosher, GMO-free, Gluten-free, Without added Sugar

Varieties: Strawberry, Mango Banana, Banana, Coffee Latte, Vanilla and Coconut

Ingredients: Pasteurized Skim Milk, Banana **Purée**, Banana Flavor Extract, Stevia Extract Powder and Live Active Yogurt Cultures (L. Bulgaricus, S. Thermophilus)



Emmi Aktifit Strawberry Banana with 50% Less Added Sugar

Ingredients: Yogurt Made From Semi-skimmed, Pasteurised Swiss Milk With 1.8 % Fat, With Lactobacillus GG, 3.5% Concentrated Strawberry **Purée**, Grape Sugar, Sugar, 1,5% Concentrated Banana Purée, **Oligofructose**, Pectin Thickening Agent, **Flavouring**, Beetroot **Juice Concentrate**, Lemon Juice Concentrate and **Vitamins (B6, B12, D, Folic Acid)**

Market Examples: Less Sugar



Danone Oikos Triple Zero Blended Greek Yogurt

0 added sugar, 0 Artificial Sweetener and 0% Fat, 15g protein

Variety: Salted Caramel, Banana Crème, Coffee, Vanilla, Strawberry and Mixed Berry

Ingredients for Strawberry variety: Cultured Grade A Non Fat Milk, **Chicory Root Fiber**, Water, Vegetable Juice Concentrate (for Color), Natural Flavors, Stevia Leaf Extract, Sodium Citrate, Malic Acid, Sea Salt and **Vitamin D3**



YQ by Yoplait

Low in sugar and high in protein. With simple ingredients like real fruit and cane sugar

Varieties: Plain, Strawberry, Blueberry, Vanilla, Lime, Mango, Peach and Coconut

Ingredients for Strawberry variety: Pasteurized Grade A Ultra-Filtered Milk, Peaches, Cane Sugar, Sea Salt, Pumpkin Juice And Carrot Juice (For Color), Pectin, Natural Flavor, Yogurt Cultures (L. Bulgaricus, S. Thermophilus)

Market Examples: Less Sugar



Talenti Gelato

Less sugar - Made with natural sweeteners monk fruit and erythritol (sugar alcohol)

Varieties: Vanilla Cinnamon, Mint Cookie Crunch and Chocolate Fudge Swirl

Ingredients: Milk, Soluble Corn Fiber, Erythritol, Sugar, Coconut Oil, Cream, Whole Egg and Egg Yolk, Cocoa (processed with Alkali), Enriched Flour (Wheat Flour, **Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid**), Palm Oil and Soybean Oil, **Monk Fruit Juice Concentrate**, Carob Gum, Natural Flavor, Dried Cane Syrup, Cocoa, Soy Lecithin, Corn Starch, Baking Soda, Salt, Mint Leaf Extractives



Sola Ice Cream

*60% Less Sugar than traditional ice cream, 6g or more of Protein
6g or less Net Carbs*

Ingredients for Vanilla variety: Milk, Cream, Erythritol, Nonfat Dry Milk, Tagatose, Maltitol, Vanilla Extract, Stabilizer (Mono- And Diglycerides, Guar Gum, Calcium Sulfate, Locust Bean Gum, Carrageenan), Salt, **Monk Fruit Extract**, Ground Vanilla Beans, Xanthan Gum and Stevia Leaf Extract

6.0 Good Carbs vs Bad Carbs



- More people will drop “bad” carbs and replace them with “good” carbs (as defined by their own beliefs, not by science).
- Consumers will also reduce the total amount of carbs in their diet in response to coverage by the media and bloggers of emerging science and public health advice.
- **Lowering carbs** often goes hand-in-hand with eating more fat and/or **more protein**, so it strongly overlaps with the protein and fat trends, which means that product developers may be looking at including more of these nutrients in their products (Mellentin, 2018).



Slim Twin – High Protein Ice Cream

*The entire pint has only 240 -320 calories,
and it has 24g of protein*

Market Examples: Good Carbs



EMMI Yoqua Low Carb - Wild Berries

No granulated sugar and lots of protein!

Contains 15g of protein per pot, is virtually fat-free and low in carbohydrates

Ingredients: Skimmed Milk Yogurt Made From Pasteurised Swiss Skimmed Milk, **Blueberries** 3%, **Raspberries** 3%, **Blackberries** 1.5%, Modified Starches, Beetroot Juice Concentrate, **Flavourings**, Sweeteners (Cyclamate, Acesulfame-k) and Lemon **Juice Concentrate**



Cabot Creamery Cabot Greek Yogurt Plain

16g of protein per serving

Ingredients: Pasteurized Milk, Cream, **Whey Protein Concentrate**, Milk Protein Concentrate, Live Active yogurt Cultures (Acidophilus, Bifidus, L. Bulgaricus and S. Thermophilus) and **Vitamins A,C,D,E**

Market Examples: Good Carbs



My/Mo Ice Cream with Mochi Bits

High protein, low carb and without added sugar
Varieties: Strawberry and Vanilla

Ingredients: Semi-skimmed Swiss Milk, 8 % Strawberry **Juice From Concentrate**, Milk Protein , Stabilising Agent E339, **Flavourings**, Colouring Agent Carmine, Sweeteners (Cyclamate, Acesulfame-k), Carrageen Thickening Agent and **Vitamins E, B6, B2, B1, D**



Organic Meadow Yogurt Smoothei

Contains 10g of protein and more than one billion live and active beneficial bacteria

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** and **Vitamin D₃**

Market Examples: Good Carbs



Killer Whey Frozen Dessert

Keto-friendly without added sugar

Varieties: Black Raspberry, Mint Chip, Chocolate Peanut Butter, Vanilla, Chocolate, Peanut Butter & Whey, Caramels, Bacon & Chocolate & Peanut Butter

Ingredients: Cream, Filtered Water, Erythritol, **Whey Protein Concentrate**, **Chicory Root Fiber**, MCT Oil, Vegetable Glycerin, Pure Vanilla Extract, Vanilla Bean, Stevia, Gums (Xanthan, Locust Bean, Guar)



Swell Swell Low Fat Ice Cream

High Protein, Low Sugar

Ingredients: Skim Milk, Whole Milk, **Whey Protein Concentrate**, Xylitol (Natural Sweetener), Coffee Concentrate (Sugar, Water, Tapioca Syrup, Coffee), **Inulin**, Cocoa Processed with Alkali, Cane Sugar and Natural Flavors

7.0 Snackification



- **Snacking, mini-meals and food on-the-go** are at the centre of consumer preferences, with novelty-seeking consumers willing to try out new tastes, new ingredients and new product types (New Nutrition Business, 2018).
- **Convenience** is the king where **single-serve, on-the-go** is the creator of opportunity and the driver of growth (Mellentin, 2018).

Noosa Yoghurt

Noosa focused on flavor innovation for its whole-milk Aussie-style yogurts, adding three globally inspired flavors - orange-ginger, strawberry-hibiscus and pear-cardamom, bringing more single-serve meal type convenience in the category. The flavors feature fruits, mixed with herbs and spices.



Market Examples: Snackification



The Collective's Yoghurt Suckies

Varieties: Strawberry, Peach + Apricot, Blueberry

Ingredients for Strawberry variety: Live Yoghurt (Milk) (80%), Strawberry **Puree** (10%), **Concentrated Apple Juice**, Concentrated Grape Juice, Cornflour, Natural Flavourings, Gelling Agent (Fruit Pectin), *Contains Cultures: L. Bulgaricus and S. Thermophilus



My/Mo Ice Cream with Mochi Bits

Gluten Free

Varieties: Strawberry, Mango, Green Tea, Chocolate & Salted Caramel

Ingredients: Milk, Cream, Mochi Bits (Sugar, Water, Sweet Rice Flour, Egg Whites, Corn Starch), Sugar, Salted Caramel Flavor, Corn Syrup, Whey, Nonfat Dry Milk, Stabilizer (Locust Bean Gum, Guar Gum)

Market Examples: Snackification



Prairie Farms Fat Free Yogurt

Fat Free, Light Yogurt. 50% Fewer Calories Than Regular Yogurt, Good Source of Protein

Ingredients for Banana Pudding variety: Cultured Pasteurized Skim Milk and Nonfat Dry Milk, Bananas, Water, Modified Corn Starch, Natural Flavor, Carrageenan, Pectin, Polydextrose (Fiber), Sugar, Turmeric (Color), Aspartame, **Vitamin A Palmitate** and **Vitamin D3**



Lifeway's Organic Natural Skyr

Non-GMO, Rich in Protein & Calcium

Ingredients: Pasteurized Whole Milk, **Vitamin D3**, live and active cultures, Water, Sugar, **Blueberries**, **Strawberries**, Raspberry **Puree**, **Flavors**, Pectin, Locust, Bean Gum, Fruit and Vegetable Juice Concentrate for Color

Market Examples: Snackification



Plum Organics Mighty 4

Ingredients: Purple Carrot Puree, Water, Apple Puree, Nonfat Greek Yogurt (Pasteurized Skim Milk, Cultures, Blackberry Puree, Apple Juice Concentrate, Nonfat Dry Milk, Whole Oat Flour, Quinoa Flakes, Lemon Juice Concentrate, Chia Seeds, Acerola Powder, Natural Flavor and DL-Alpha Tocopheryl Acetate (Vitamin E))



Kraft Natural Cheese Snacks Reduced Fat Mozzarella 2% Milk String Cheese

1/4 less fat than mozzarella cheese

Ingredients: Pasteurized Part-Skim Milk, Vinegar, Salt, Vitamin A Palmitate, Enzymes (Non-Animal)

8.0 Beverages Redefined



- Drinkable Yogurt is the Fastest-moving Category in Dairy Market.
- Rising consumer interest in **probiotic** beverages, as a result of their positive health effect, drives the drinkable yogurt sale and innovation in probiotic drinks by incorporating various flavors in convenient pack size is another major factor accelerating the sales.
- Asia-Pacific remains the fastest-growing **drinkable yogurt market**, expected to register a CAGR of 13.6%, during the forecast period.

BAKOMA Senior Active Natural Drinking Yoghurt

A senior-friendly line of drinking yogurt that are lactose-free and enriched with calcium and vitamin D to help maintain healthy bones and support muscle and immune system functioning



Market Examples: Beverages Redefined



Nomadic Yogurt and Oats

Fine oats soaked in our signature bio-live yogurt, then gently blended with natural fruit

Varieties: Blood Orange & Cranberry, Blueberry, Apple Banana

Ingredients For Blueberry Variety: Low Fat Yogurt (Milk), Blueberry Compote (**Blueberries** (4.44%), Water, Sugar, Maize Starch, Lemon **Juice Concentrate**, Natural Flavourings), Sugar and Oatmeal (3%)



Fairlife YUP!® Low-Fat Milk Products

Varieties: Vanilla, Strawberry, Original and Chocolate

Ingredients for Chocolate variety: Low Fat Ultra-Filtered Milk, Cane Sugar, Alkalized Cocoa, Natural Flavors, **Monk Juice Concentrate**, Carrageenan, Modified Food Starch, Cellulose Gel, Cellulose Gum, Lactase Enzyme, **Vitamin A Palmitate** and **Vitamin D3**

Market Examples: Beverages Redefined



Organic Valley Breakfast Balance

30% less sugar, 16g of protein and 40% of the recommended daily allowance of calcium

Varieties: Dark Chocolate and Vanilla

Ingredients For Dark Chocolate Variety: Skim Milk, Water, Cane Sugar, Organic Cream, Dutch Cocoa, Chocolate Extract, Lactase Enzyme, Gellan Gum and **Vitamin D3**



Fruzinga High-Fiber Probiotic Drinkable Yogurt

Ingredients For Strawberry Variety: Cultured Skim Milk, **Prebiotic Fiber**, Erythritol, Milk, Protein Concentrate, Tapioca Starch, Carob Gum, Strawberry Puree, Tapioca Starch, Water, Natural Flavors, Purple Carrot **Juice Concentrate**, Stevia Extract, **Vitamin D-3 (Cholecalciferol)**

Market Examples: Beverages Redefined



Shaken Udder YogOaty

Real Fruits, Good source of protein, No added sugars or sweeteners

Varieties Awesome Apricot & Vanilla, Mega Mango & Peach and Smashing Strawberry & Banana

Ingredients For Tropical Variety: Whole Milk Yoghurt (51%), Apple Puree, Banana Puree (15%), Strawberry **Puree** (10%), Wholegrain Oat Milk Powder (2%), Oats (1%), Lemon **Juice Concentrate** and Natural Flavours



Emmi Benecol Yogurt Drink

Yogurt drink with added plant stanol esters

Ingredients: Skimmed Swiss Milk Yogurt, 6% Strawberry **Juice From Concentrate**, **Plant Stanol Ester** (3% Plant Stanols), Sugar, Pectin Thickening Agent, Beetroot **Juice Concentrate**, **Flavouring**, Lemon Juice Concentrate, Sucralose Sweetener and **Vitamin B1**

9.0 Fat Reborn



- Not all fats are bad for health.
- Consumers are slowly becoming more positive about fat, including animal fat and they are increasingly rate full-fat yoghurt as healthy.
- **Good fats** are found in foods such as nuts, fish and certain types of saturated fats (like coconut oil and ghee)

Peak Yogurt is taking the trend with 'triple cream' yogurts boasting 15-17% milk fat with low or no added sugar which tap into the keto trend

Ingredients: Pasteurized Milk, Pasteurized Cream, Strawberry Puree (Strawberries, Dried Cane Syrup, Water, Pectin, Fruit & Vegetable Concentrate for Color), Milk Protein Concentrate, Live & Active Cultures.



Market Examples: Fat Reborn



Wild Harvest Milk, Organic, Reduced Fat, 2% Milkfat

Ingredients: Reduced Fat Milk, Highly Refined **Fish Oil**, **Vitamin A Palmitate** and **Vitamin D3**



Rebel Ice Cream

No added sugar, High Fat, Low Carb which suitable for Keto

Ingredients for Vanilla variety: Water, Erythritol, **Chicory Root Fiber**, Egg Yolks, Milk Protein Isolate, Vegetable Glycerin, Vanilla Extract, Peruvian Carob Gum, Guar Gum and **Monk Fruit Extract**

Market Examples: Fat Reborn



Muuna Cottage Cheese

Only 2% milk fat, contains Probiotics, 15-19g of protein and 9g of sugar in single serving, Gluten-Free
Varieties: Blueberry, Pineapple, Low Fat Plain, Classic Plain, Peach, Strawberry and Mango

Ingredients for Plain variety: Cultured Skim Milk, Skim Milk, Cream, Milk Protein Concentrate, Salt, Potassium Sorbate (Preservative), **Vitamin A Palmitate**, Enzymes



Danone Light & Free Skyr Yogurts

14g of protein without Fat or Added Sugar and just 81 calories per port with the use of real fruit
Varieties: Blueberry Blast and Raspberry Razzle

Ingredients: Yogurt (Milk), **Raspberry** (8%), Modified Maize Starch, Calcium Citrates, Flavourings (Milk), Stabiliser (Glycerol, Potassium Chloride), Sodium Citrates, Citric Acid, Black Carrot Concentrate, Thickener (Carrageenan), Sweetener (Stevia Extract)

Market Examples: Fat Reborn



Fairlife® 2% With DHA

13g of protein, 35% daily value of calcium, no added sugar, plus 125mg of DHA Omega-3

Ingredients: Reduced Fat Ultra-Filtered Milk, **DHA Omega-3 (Algal Oil)**, Lactase Enzyme, **Vitamin A Palmitate**, **Vitamin C (Ascorbic Acid)**, **Vitamin E (Tocopherols)** and **Vitamin D3**



Meggle Yoghurt Chia

Ingredients: Yoghurt With Milkfat, Sugar, Banana **Puree**, Apple Puree (From **Concentrate**), Apple Juice (From Concentrate), Spinach Puree, **Chia Seeds**, Modified Starch, Natural Aroma, Colour: Fruit And Herbal Concentrate (Safflower, Spirulina), Acidity Regulators: Citric Acid, Trisodium Citrate.

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