

# FLAVOURED MILK & PLANT-BASED MILK – INDIAN CONSUMER – 2019

Add value through health benefits and flavours to target a sceptical audience.



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# Report Content



## EXECUTIVE SUMMARY

- What you need to know
- Add value through flavours and health benefits
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- Barriers to packaged flavoured milk consumption
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  - Graph 2: Number of plant-based milk launches by select ingredients (and all children), October 2016–September 2019
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- Use familiarity to garner consumer attention through claims and flavours
- Key insights

## KEY TRENDS

- What you need to know

### Drivers

- Eat Right Movement
- Increased interest in flavoured milk products
- Competition from adjacent categories
- Keto in India

### Global trends playing out in India

- Help Me Help Myself

## CONSUMER INSIGHTS

- What you need to know

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## MARKET APPLICATIONS

- What you need to know

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- Upgrade the flavours in flavoured milk
- Introduce more health claims
- Powder formats will help target taste and price concerns

- Diversify into more flavours in plant-based milk
  - Graph 22: Select health claims as a share of plant-based milk launches, October 2016–September 2019
- Healthy plant-based alternatives

### Who's innovating

- Decadent dessert flavours
- Health-related claims
- Plant-based alternatives

### Global innovations

- Brands add a local touch to flavoured milk in South America
- Opportunity to launch flavoured milk with functional ingredients
- Innovations in plant-based alternatives

## APPENDIX

- Report definition
- Consumer survey methodology

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