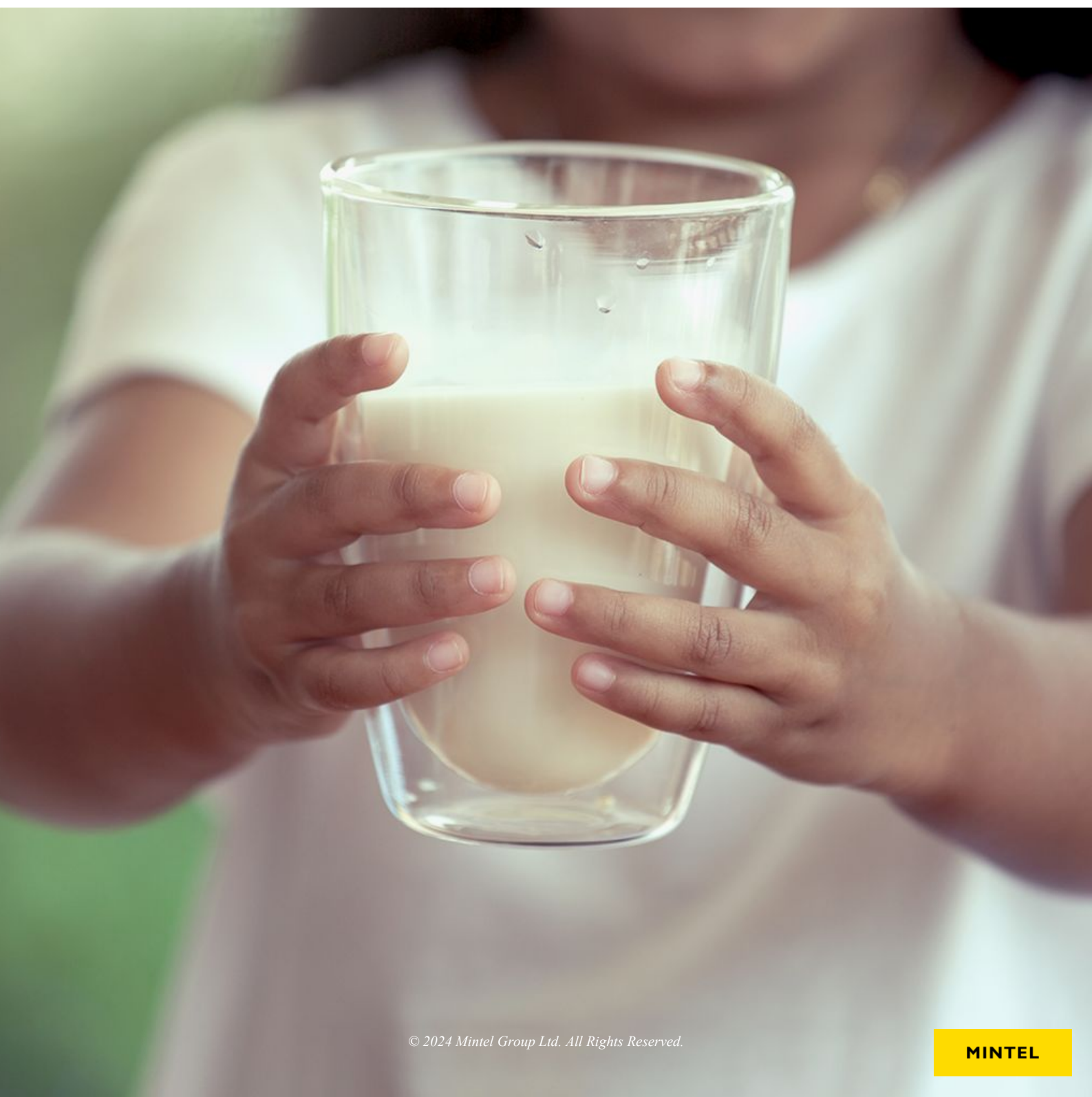


MILK & FLAVOURED MILK – INDIAN CONSUMER – 2018

Emphasise on the benefits of milk. Establish transparency and trust through ethical practices. Provide value-added benefits in the form of fortification.



Saptarshi Banerjee,
Senior Research Analyst –
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Report Content



EXECUTIVE SUMMARY

- What you need to know – Summary
- Fortify milk to meet the demands of modern consumers; make milk part of indulgence with flavoured milk
- Take a cue from 'farm-to-fork' start-ups
- Introduce low/no/reduced lactose claims
 - Graph 1: Share of dairy alternatives, by year 2016-2018
- Position A2 milk as a healthy option for non-dairy drinkers
- Introduce fortification in milk, tailor-made to different demographics
- Take a stand: think ethical claims
- Position flavoured milk as a permissible indulgence
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Spread awareness about the multiple health concerns associated with calcium and protein deficiency
- Proactively encourage healthy lifestyles
- India is the largest producer of milk, globally
- APAC market: milk, 2018
- Leverage the importance of milk
- Focus on fortification
- Communicate fortification effectively

Global trends and how they are playing out in India

- Ensure transparency with consumers

CONSUMER INSIGHTS

- What you need to know

Ethical claims in milk

- Cater to metro dwellers turning to packaged milk
- Capitalise on government policies pushing for sustainable practices
- Play up on ethical claims

Milk & Flavoured Milk – Indian Consumer – 2018

- Introduce packaging with ethical claims
- Focus on animal-friendly claims
 - Graph 2: Top 3 ethical claims, by year 2015-2018
- Highlight the proper treatment towards cattle

Importance of nutrition from milk

- Address health issues
- Increase claims of fortified milk
 - Graph 3: Attributes associated with milk- Select, May 2018
- Include nutritional claims
- Extend fortification to protein and calcium
- Milk with fortification claims
- Target women with fortified low-fat milk
 - Graph 4: Attributes associated with milk, by gender- Select, May 2018
- Take inspiration from the malt drinks category
- Fortify milk powder for specific regions
 - Graph 5: Consumption of milk powder, by region and city tier May 2018
- Educate southern India about the benefits of milk
 - Graph 6: Attributes associated with milk, by region- Select, May 2018

Flavoured milk

- Popularise flavoured milk in untapped areas
 - Graph 7: Share of flavoured milk drinkers, by region and city tier May 2018
- Go beyond functional benefits
 - Graph 8: Reasons for drinking flavoured milk- Select, May 2018
- Provide meal replacement options
 - Graph 9: Occasion based reasons for consumption of flavoured milk- Select, May 2018
- Take inspiration from other categories positioning themselves as meal replacement options
- Dial up on indulgence
- Introduce small packs for permissible indulgence
- Learn from the ice cream category
- Offer more options in flavoured milk for higher age groups
 - Graph 10: Agreement to "There are not enough flavours in flavoured milk" by age group, May 2018

MARKET APPLICATIONS

- Opportunity: Key areas of focus

Opportunities

- Increase ethical claims

Milk & Flavoured Milk – Indian Consumer – 2018

- Offer value addition in milk
- Mimic the benefits that malt drinks offer to regular milk
- Dial up indulgence in flavoured milk
- Take inspiration from local flavours

Who's innovating?

- Drinkable desserts

Global innovations

- Global brands call out animal welfare as a priority
- Fortified milk claims
- Global brands leveraging ethical claims
- Drinkable desserts – indulgent flavoured milk
- Milk without the help of cows

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