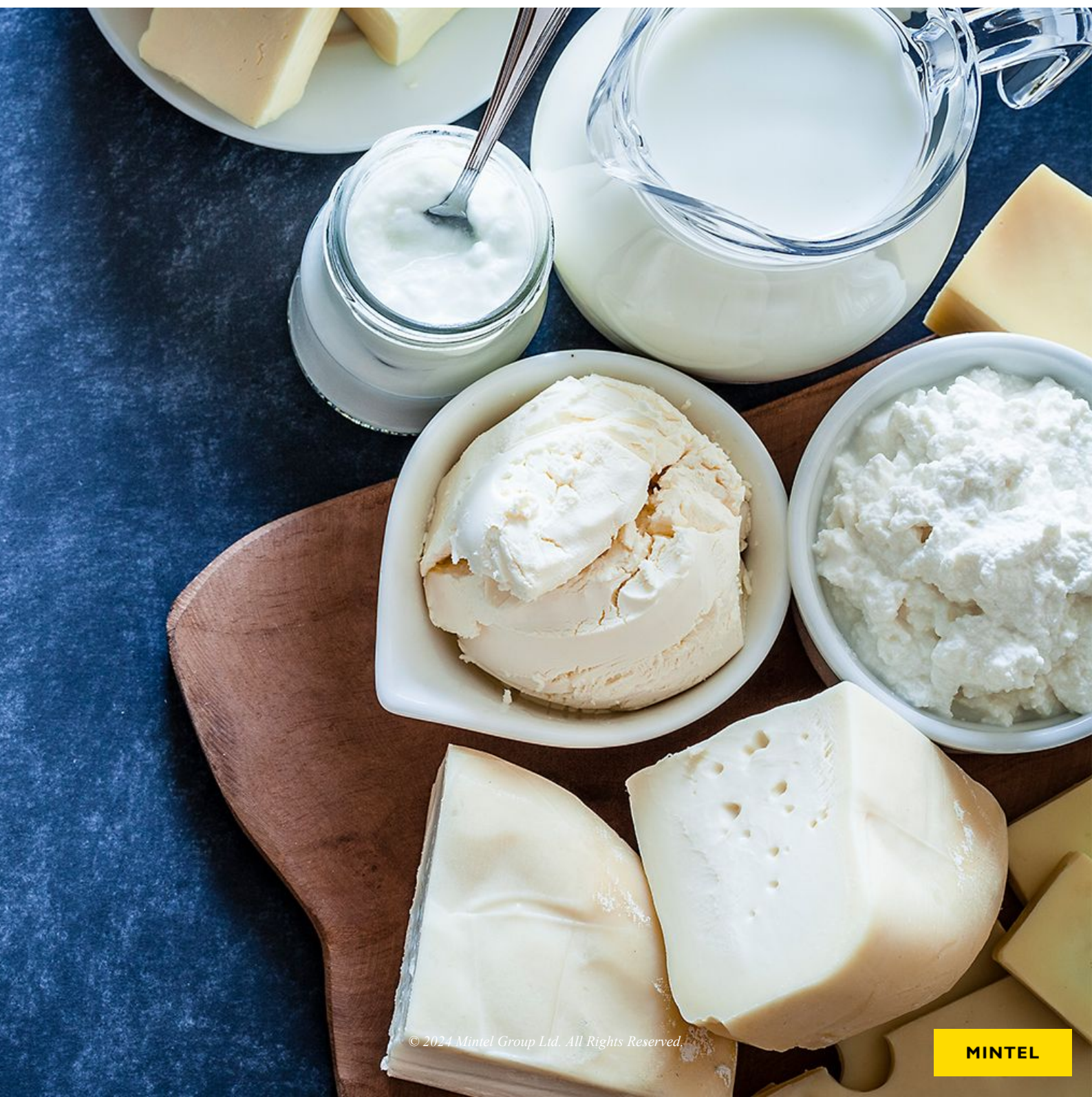


# PATENT INSIGHTS: INNOVATION BY DAIRY COMPANIES

Dairy patent innovation is driven by consumer demand for more nutritious, better-tasting products, the development of dairy alternatives and clean label trends.



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# Report Content



- At a glance
- Mintel's perspective

## WHAT CONSUMERS WANT AND WHY

- Dairy products have a health halo for many consumers
- Consumers rely on dairy products for macro and micronutrients
- Digestive health is a priority for consumers and an opportunity for dairy
- Consumers seek dairy products free from artificial additives & hormones
- Despite the focus on health, ultimately food and drink is consumed for taste and pleasure. This cannot be ignored by dairy innovators

## PRODUCT INNOVATION TRENDS

- 'Allergen-free' is most commonly featured product claim in the dairy category
  - Graph 1: selected claims in dairy and plant-based dairy alternative launches, 2015-19
- Recent dairy and plant-based dairy alternative product launches
- Existing dairy products already support wellbeing through naturally occurring and added vitamins and minerals

## THE PATENT LANDSCAPE

- Patent publication activity related to dairy products
  - Graph 2: currently active\*\* dairy product related patent families published each year, 2010-June 2020
- Shanghai-based Bright Dairy & Food Co. is currently the leading patent holder in dairy products globally
  - Graph 3: number of dairy-related active\* patent families by selected dairy companies, May 2020
- Granted patents in each country by top\* dairy patent holders
- Recent patent innovation focus of top dairy manufacturers based on filed patents

## Fortify to enhance nutritional value

- Few dairy products call out specific health benefits
  - Graph 4: % of dairy and plant-based dairy alternatives launches with selected functional claims, Jan 2015-Dec 2019
- Some brands fortify dairy products with nutrients to provide benefits beyond gut health
- Recent advancement in enhancing the nutritional quality of dairy products
- Patents to improve nutritional efficacy
- Brands explore broad health and beauty benefits
- Looking to reduce sugar content naturally

# Patent insights: innovation by dairy companies

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- Innovative approaches to appealing to those with perceived milk allergies
- Supercharge the immune system with dairy-based nutrients
- A majority of European consumers believe in the importance of dairy-based probiotics to support the immune system
  - Graph 5: % of consumers who agree that live bacteria in yogurt/yogurt drinks support immune system, May 2020
- Dairy launches claim to boost immune health but regulation limits ability to use immunity claims in some regions
- Leverage the benefit of milk to boost immune system health
- Dairy companies compete to innovate plant-based dairy alternatives
- Plant-based dairy launches

## Improving sensory quality and shelf life

- Dairy launches with superior taste appeal
- Brands are innovating new techniques to enhance the taste and texture of dairy products
- Recent developments to improve the flavour and quality of dairy products
- Expect dairy products with improved stability and shelf life
- Taste and texture of plant-based dairy alternatives are barriers to purchase
- Techniques to tackle sensory issues associated with plant-based dairy alternatives

## Embrace the clean label trend

- The highest percentage of natural claims in the dairy product category is in North America
  - Graph 6: percentage of animal-milk-based dairy product launches that have a natural\* claim, by region, 2015-2019
- Dairy brands are embracing the clean label trend
- Clean label has become a driving trend in the dairy sector
- The clean label trend is set to be the 'New Normal' for dairy products

## THE IMPLICATION

- Patents focus on enhancing the nutritional and sensory qualities of dairy/non-dairy alternatives, and reducing the use of artificial additives

## APPENDIX

- Research methodology
- Key dairy patent examples
- Shape your future with Mintel bespoke patent analysis

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