

THE FUTURE OF DAIRY DRINKS: 2019

Global Annual Review: what's now and what's next for the dairy drinks market.



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Drink



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Purchase penetration plateaus in plant-based dairy

- Plant-based drinks need to overcome the recent plateau in consumer penetration
- Plant-based innovating into "super drinks"
- Oat milk: the next big non-dairy retail option

Digestion-friendly milk

- A2 proteins may provide digestive relief
- Interest in digestion-friendly dairy milk
 - Graph 1: launches of A2 dairy drinks, Dec 2015-Nov 2018
- A2 growth is not just about digestive health, but signifies quality, local milk in India

Functionality moves beyond protein

- New ways to position dairy and non-dairy drinks
- Yakult moves beyond digestive health claim
- 2018 has seen dairy drinks start to target older consumers and more specific functionality

IN THE NEXT TWO YEARS

- Mintel's perspective

Fermentation

- Kefir launches grow globally
- Plant-based fermented drinks are a small, but growing, niche
 - Graph 2: digestion-related claims featured on new plant-based spoonable and drinking yogurt, Sep 2013-Aug 2018
- The health benefits of fermentation could be used to drive sales of yogurt drinks
- Fermentation and functionality are going to be more important in the years to come

Sustainability

- Dairy producers place ethical claims at the forefront of product development strategies
 - Graph 3: white and flavoured milk innovations featuring ethical & environmental claims, Dec 2013-Nov 2018
- Minimal use of antibiotics guarantees appeal, but few innovations make such claims
- Organic milk needs to make its sustainability claims work harder

The Future of Dairy Drinks: 2019

- Graph 4: organic and conventional white milk launches, by select claims, Nov 2016–Oct 2018
- Organic and functional white milk

Making dairy more exciting

- US youngsters need to be encouraged to reappraise milk's credentials
 - Graph 5: dairy milk perception, by age group, 2018
- Sugar tax will tempt more consumers back in with low-sugar dairy drinks
- Sugar reduction
- Sugar reduction strategies

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- New food guidelines recommend reduced dairy intake
- Recruiting farmers for the future
- Science fare: lab-grown dairy drinks

KEY MARKET DATA

- Milk performance, top five countries
- Drinking yogurts continue to show the most innovation
 - Graph 6: dairy drink launches by sub-category, Dec 2017–Nov 2018
- China tops dairy drinks launches in every sub-category
- Dairy claims focus on fat, vitamins and minerals, plant milks on free-from claims
- The US and China lead with the highest retail market volume in milk

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