

# Buttermilk Market By Type (Liquid buttermilk, Buttermilk powder) , By Application (Confectionary, Ice cream, Bakery, Dairy-based sauces) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/B1BEC52F0D5EEN.html>

Date: September 2024

Pages: 250

Price: US\$ 2,439.00 (Single User License)

ID: B1BEC52F0D5EEN

## Abstracts

The buttermilk market was valued at \$34.1 billion in 2023, and is projected to reach \$47.4 billion by 2033, growing at a CAGR of 3.4% from 2024 to 2033.

Buttermilk is a tangy, fermented dairy product traditionally made by churning fresh cream to extract butter, with the liquid left behind being the buttermilk. Modern buttermilk, however, is typically made by adding lactic acid bacteria to low-fat or whole milk, which ferments the lactose and gives it a slightly tangy flavor and thicker consistency. Traditionally, buttermilk was a by-product of homemade butter-making, but commercial buttermilk is now produced through controlled fermentation processes. It is commonly used in baking, cooking, and beverages, adding flavor, moisture, and tenderness to recipes.

The growth of the global buttermilk market is driven by increase in consumer preference toward natural and traditional dairy products. In addition, multiple health and nutritional benefits associated with buttermilk significantly contribute toward the market growth. For instance, buttermilk is rich in probiotics, essential nutrients like calcium, and vitamins, which appeal to health-conscious consumers. Its digestive and immune-boosting properties also contribute to its rising popularity. Rise in trend of convenience and ready-to-drink options has led to the development of flavored buttermilk drinks, further expanding the product's market reach. According to a consumer behavior study published by Food Research International in 2021, the global consumption of ready-to-drink fermented beverages, including buttermilk, grew by 15% annually, driven by

convenience and health trends. While buttermilk contains lactose, it is often more easily digestible than regular milk due to the fermentation process. This has positioned buttermilk as a viable option for some lactose-sensitive consumers, further driving the market growth. Moreover, increased use of buttermilk in bakery and culinary applications significantly boosts the market growth. Despite buttermilk being easier to digest than regular milk, it still contains lactose. With a significant portion of the global population suffering from lactose intolerance, the demand for dairy-free alternatives has surged, limiting buttermilk's market potential. In addition, rise in popularity of plant-based alternatives and increase in trend of veganism and demand for plant-based beverages restrain the market growth. On the contrary, introduction of new flavors and packaging to meet changing consumer preferences, such as low-fat and flavored buttermilk varieties, is expected to offer lucrative opportunities for the market growth during the forecast period.

The global buttermilk market is segmented into type, application, and region. On the basis of type, the market is divided into liquid buttermilk and buttermilk powder. Depending on application, it is segregated into confectionary, ice cream, bakery, and dairy-based sauces. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

By type, the liquid buttermilk segment dominated the market with the highest share in 2023.

On the basis of application, the confectionery segment was the major shareholder in 2023.

Region wise, North America emerged as the most lucrative market for buttermilk; however, Asia-Pacific is expected to lead the market from 2024 to 2033.

### Competition Analysis

Competitive analysis and profiles of the major players in the global buttermilk market include Amul, Arla Foods, DairyAmerica, Sodiaal Group, Fonterra, Dairy Farmers of America, Inc., Glanbia, Valley Milk, Associated Milk Producers, Arion Dairy Products B.V., Innova Food Ingredients, Sterling Agro Industries, Grain Millers, Inc., Agri-Mark, Inc., and Land O'lakes, Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and

partnerships to sustain the intense competition and gain a strong foothold in the global market.

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## Key Market Segments

*Buttermilk Market By Type (Liquid buttermilk, Buttermilk powder) , By Application (Confectionary, Ice cream, B...*

## By Type

Liquid buttermilk

Buttermilk powder

## By Application

Confectionary

Ice cream

Bakery

Dairy-based sauces

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

## Key Market Players

Amul

Arla Foods

DairyAmerica

Sodiaal Group

Fonterra

Dairy Farmers of America, Inc.

Glanbia

Valley Milk

Associated Milk Producers

Arion Dairy Products B.V.

Innova Food Ingredients

Sterling Agro Industries

Grain Millers, Inc.

Agri-Mark, Inc.

land o'lakes, inc.

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO Perspective

### **CHAPTER 3: MARKET LANDSCAPE**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### **CHAPTER 4: BUTTERMILK MARKET, BY TYPE**

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Type
- 4.2. Liquid Buttermilk
  - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Buttermilk Powder
  - 4.3.1. Key Market Trends, Growth Factors and Opportunities
  - 4.3.2. Market Size and Forecast, By Region
  - 4.3.3. Market Share Analysis, By Country

## **CHAPTER 5: BUTTERMILK MARKET, BY APPLICATION**

- 5.1. Market Overview
  - 5.1.1 Market Size and Forecast, By Application
- 5.2. Confectionary
  - 5.2.1. Key Market Trends, Growth Factors and Opportunities
  - 5.2.2. Market Size and Forecast, By Region
  - 5.2.3. Market Share Analysis, By Country
- 5.3. Ice Cream
  - 5.3.1. Key Market Trends, Growth Factors and Opportunities
  - 5.3.2. Market Size and Forecast, By Region
  - 5.3.3. Market Share Analysis, By Country
- 5.4. Bakery
  - 5.4.1. Key Market Trends, Growth Factors and Opportunities
  - 5.4.2. Market Size and Forecast, By Region
  - 5.4.3. Market Share Analysis, By Country
- 5.5. Dairy-based Sauces
  - 5.5.1. Key Market Trends, Growth Factors and Opportunities
  - 5.5.2. Market Size and Forecast, By Region
  - 5.5.3. Market Share Analysis, By Country

## **CHAPTER 6: BUTTERMILK MARKET, BY REGION**

- 6.1. Market Overview
  - 6.1.1 Market Size and Forecast, By Region
- 6.2. North America
  - 6.2.1. Key Market Trends and Opportunities
  - 6.2.2. Market Size and Forecast, By Type
  - 6.2.3. Market Size and Forecast, By Application
  - 6.2.4. Market Size and Forecast, By Country
  - 6.2.5. U.S. Buttermilk Market
    - 6.2.5.1. Market Size and Forecast, By Type

- 6.2.5.2. Market Size and Forecast, By Application
- 6.2.6. Canada Buttermilk Market
  - 6.2.6.1. Market Size and Forecast, By Type
  - 6.2.6.2. Market Size and Forecast, By Application
- 6.2.7. Mexico Buttermilk Market
  - 6.2.7.1. Market Size and Forecast, By Type
  - 6.2.7.2. Market Size and Forecast, By Application
- 6.3. Europe
  - 6.3.1. Key Market Trends and Opportunities
  - 6.3.2. Market Size and Forecast, By Type
  - 6.3.3. Market Size and Forecast, By Application
  - 6.3.4. Market Size and Forecast, By Country
  - 6.3.5. France Buttermilk Market
    - 6.3.5.1. Market Size and Forecast, By Type
    - 6.3.5.2. Market Size and Forecast, By Application
  - 6.3.6. Germany Buttermilk Market
    - 6.3.6.1. Market Size and Forecast, By Type
    - 6.3.6.2. Market Size and Forecast, By Application
  - 6.3.7. Italy Buttermilk Market
    - 6.3.7.1. Market Size and Forecast, By Type
    - 6.3.7.2. Market Size and Forecast, By Application
  - 6.3.8. Spain Buttermilk Market
    - 6.3.8.1. Market Size and Forecast, By Type
    - 6.3.8.2. Market Size and Forecast, By Application
  - 6.3.9. UK Buttermilk Market
    - 6.3.9.1. Market Size and Forecast, By Type
    - 6.3.9.2. Market Size and Forecast, By Application
  - 6.3.10. Russia Buttermilk Market
    - 6.3.10.1. Market Size and Forecast, By Type
    - 6.3.10.2. Market Size and Forecast, By Application
  - 6.3.11. Rest Of Europe Buttermilk Market
    - 6.3.11.1. Market Size and Forecast, By Type
    - 6.3.11.2. Market Size and Forecast, By Application
- 6.4. Asia-Pacific
  - 6.4.1. Key Market Trends and Opportunities
  - 6.4.2. Market Size and Forecast, By Type
  - 6.4.3. Market Size and Forecast, By Application
  - 6.4.4. Market Size and Forecast, By Country
  - 6.4.5. China Buttermilk Market

- 6.4.5.1. Market Size and Forecast, By Type
- 6.4.5.2. Market Size and Forecast, By Application
- 6.4.6. Japan Buttermilk Market
  - 6.4.6.1. Market Size and Forecast, By Type
  - 6.4.6.2. Market Size and Forecast, By Application
- 6.4.7. India Buttermilk Market
  - 6.4.7.1. Market Size and Forecast, By Type
  - 6.4.7.2. Market Size and Forecast, By Application
- 6.4.8. South Korea Buttermilk Market
  - 6.4.8.1. Market Size and Forecast, By Type
  - 6.4.8.2. Market Size and Forecast, By Application
- 6.4.9. Australia Buttermilk Market
  - 6.4.9.1. Market Size and Forecast, By Type
  - 6.4.9.2. Market Size and Forecast, By Application
- 6.4.10. Thailand Buttermilk Market
  - 6.4.10.1. Market Size and Forecast, By Type
  - 6.4.10.2. Market Size and Forecast, By Application
- 6.4.11. Malaysia Buttermilk Market
  - 6.4.11.1. Market Size and Forecast, By Type
  - 6.4.11.2. Market Size and Forecast, By Application
- 6.4.12. Indonesia Buttermilk Market
  - 6.4.12.1. Market Size and Forecast, By Type
  - 6.4.12.2. Market Size and Forecast, By Application
- 6.4.13. Rest of Asia-Pacific Buttermilk Market
  - 6.4.13.1. Market Size and Forecast, By Type
  - 6.4.13.2. Market Size and Forecast, By Application
- 6.5. LAMEA
  - 6.5.1. Key Market Trends and Opportunities
  - 6.5.2. Market Size and Forecast, By Type
  - 6.5.3. Market Size and Forecast, By Application
  - 6.5.4. Market Size and Forecast, By Country
  - 6.5.5. Brazil Buttermilk Market
    - 6.5.5.1. Market Size and Forecast, By Type
    - 6.5.5.2. Market Size and Forecast, By Application
  - 6.5.6. South Africa Buttermilk Market
    - 6.5.6.1. Market Size and Forecast, By Type
    - 6.5.6.2. Market Size and Forecast, By Application
  - 6.5.7. Saudi Arabia Buttermilk Market
    - 6.5.7.1. Market Size and Forecast, By Type

- 6.5.7.2. Market Size and Forecast, By Application
- 6.5.8. UAE Buttermilk Market
  - 6.5.8.1. Market Size and Forecast, By Type
  - 6.5.8.2. Market Size and Forecast, By Application
- 6.5.9. Argentina Buttermilk Market
  - 6.5.9.1. Market Size and Forecast, By Type
  - 6.5.9.2. Market Size and Forecast, By Application
- 6.5.10. Rest of LAMEA Buttermilk Market
  - 6.5.10.1. Market Size and Forecast, By Type
  - 6.5.10.2. Market Size and Forecast, By Application

## **CHAPTER 7: COMPETITIVE LANDSCAPE**

- 7.1. Introduction
- 7.2. Top Winning Strategies
- 7.3. Product Mapping Of Top 10 Player
- 7.4. Competitive Dashboard
- 7.5. Competitive Heatmap
- 7.6. Top Player Positioning, 2023

## **CHAPTER 8: COMPANY PROFILES**

- 8.1. Amul
  - 8.1.1. Company Overview
  - 8.1.2. Key Executives
  - 8.1.3. Company Snapshot
  - 8.1.4. Operating Business Segments
  - 8.1.5. Product Portfolio
  - 8.1.6. Business Performance
  - 8.1.7. Key Strategic Moves and Developments
- 8.2. Arla Foods
  - 8.2.1. Company Overview
  - 8.2.2. Key Executives
  - 8.2.3. Company Snapshot
  - 8.2.4. Operating Business Segments
  - 8.2.5. Product Portfolio
  - 8.2.6. Business Performance
  - 8.2.7. Key Strategic Moves and Developments
- 8.3. DairyAmerica

- 8.3.1. Company Overview
- 8.3.2. Key Executives
- 8.3.3. Company Snapshot
- 8.3.4. Operating Business Segments
- 8.3.5. Product Portfolio
- 8.3.6. Business Performance
- 8.3.7. Key Strategic Moves and Developments
- 8.4. Sodiaal Group
  - 8.4.1. Company Overview
  - 8.4.2. Key Executives
  - 8.4.3. Company Snapshot
  - 8.4.4. Operating Business Segments
  - 8.4.5. Product Portfolio
  - 8.4.6. Business Performance
  - 8.4.7. Key Strategic Moves and Developments
- 8.5. Fonterra
  - 8.5.1. Company Overview
  - 8.5.2. Key Executives
  - 8.5.3. Company Snapshot
  - 8.5.4. Operating Business Segments
  - 8.5.5. Product Portfolio
  - 8.5.6. Business Performance
  - 8.5.7. Key Strategic Moves and Developments
- 8.6. Dairy Farmers Of America, Inc.
  - 8.6.1. Company Overview
  - 8.6.2. Key Executives
  - 8.6.3. Company Snapshot
  - 8.6.4. Operating Business Segments
  - 8.6.5. Product Portfolio
  - 8.6.6. Business Performance
  - 8.6.7. Key Strategic Moves and Developments
- 8.7. Glanbia
  - 8.7.1. Company Overview
  - 8.7.2. Key Executives
  - 8.7.3. Company Snapshot
  - 8.7.4. Operating Business Segments
  - 8.7.5. Product Portfolio
  - 8.7.6. Business Performance
  - 8.7.7. Key Strategic Moves and Developments

- 8.8. Valley Milk
  - 8.8.1. Company Overview
  - 8.8.2. Key Executives
  - 8.8.3. Company Snapshot
  - 8.8.4. Operating Business Segments
  - 8.8.5. Product Portfolio
  - 8.8.6. Business Performance
  - 8.8.7. Key Strategic Moves and Developments
- 8.9. Associated Milk Producers
  - 8.9.1. Company Overview
  - 8.9.2. Key Executives
  - 8.9.3. Company Snapshot
  - 8.9.4. Operating Business Segments
  - 8.9.5. Product Portfolio
  - 8.9.6. Business Performance
  - 8.9.7. Key Strategic Moves and Developments
- 8.10. Arion Dairy Products B.V.
  - 8.10.1. Company Overview
  - 8.10.2. Key Executives
  - 8.10.3. Company Snapshot
  - 8.10.4. Operating Business Segments
  - 8.10.5. Product Portfolio
  - 8.10.6. Business Performance
  - 8.10.7. Key Strategic Moves and Developments
- 8.11. Innova Food Ingredients
  - 8.11.1. Company Overview
  - 8.11.2. Key Executives
  - 8.11.3. Company Snapshot
  - 8.11.4. Operating Business Segments
  - 8.11.5. Product Portfolio
  - 8.11.6. Business Performance
  - 8.11.7. Key Strategic Moves and Developments
- 8.12. Sterling Agro Industries
  - 8.12.1. Company Overview
  - 8.12.2. Key Executives
  - 8.12.3. Company Snapshot
  - 8.12.4. Operating Business Segments
  - 8.12.5. Product Portfolio
  - 8.12.6. Business Performance

- 8.12.7. Key Strategic Moves and Developments
- 8.13. Grain Millers, Inc.
  - 8.13.1. Company Overview
  - 8.13.2. Key Executives
  - 8.13.3. Company Snapshot
  - 8.13.4. Operating Business Segments
  - 8.13.5. Product Portfolio
  - 8.13.6. Business Performance
  - 8.13.7. Key Strategic Moves and Developments
- 8.14. Agri-Mark, Inc.
  - 8.14.1. Company Overview
  - 8.14.2. Key Executives
  - 8.14.3. Company Snapshot
  - 8.14.4. Operating Business Segments
  - 8.14.5. Product Portfolio
  - 8.14.6. Business Performance
  - 8.14.7. Key Strategic Moves and Developments
- 8.15. Land O'lakes, Inc.
  - 8.15.1. Company Overview
  - 8.15.2. Key Executives
  - 8.15.3. Company Snapshot
  - 8.15.4. Operating Business Segments
  - 8.15.5. Product Portfolio
  - 8.15.6. Business Performance
  - 8.15.7. Key Strategic Moves and Developments

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