

Fermented Milk Market by Type (Cheese, Yogurt, Butter, Sour Cream, and Others) and Distribution Channel (Specialty Stores, Supermarket & Hypermarket, and Online Stores): Global Opportunity Analysis and Industry Forecast 2019–2026

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Abstracts

Fermented dairy products are major source of probiotic bacteria. Fermented milk is prepared through inoculation of culture and enzyme, which converts lactose to lactic acid. This inoculation and fermentation process of milk offers various range of products such as butter, cheese, yoghurt, and Kefir. The most common bacterial strains used for fermentation are Lactobacillus and Bifidobacterium. During the conversion process, various substances are released such as diacetyl, acetic acid, and acetaldehyde, which help to impart characteristic taste and aroma to the products. During fermentation process of kefir and koumiss, ethyl alcohol is also produced. These fermented dairy products not only impart taste but also provide texture and consistency to certain products such as dips and sauces.

Consumers intolerant to lactose prefer fermented dairy products as they are easy to digest compared to unfermented milk. Fermented milk products contain probiotic bacteria that offer a broad spectrum of health benefits. These products are also considered to have anti-carcinogenic effects and may protect against certain cancers. Apart from health benefits, fermentation process provides prolonged shelf life of dairy products and enhances taste and aroma of products. Hence, versatile properties exhibited by fermented dairy products are attributed to provide significant growth opportunities for the fermented milk market.

The fermented milk products mainly butter and cheese have gained popularity, as they have higher demand in various fast foods. However, presence of additives and stringent

regulations related to strains of culture used in fermentation of milk act as restrain for the market growth.

Rise in number of product launches is also anticipated to drive the global fermented milk market growth during the forecast period. Development of new products with improved taste and versatility, along with high marketing support, has led to the launch of several new products in the recent past. Kefir drinks in organic fruit flavors, non-Greek yogurt products, single serve cups of cottage cheese in various fruit flavors, and protein kefir are some of the products launched in the past few years by major industry players. With the launch of several new products during the forecast period, the fermented milk market outlook is expected to be positive. However, selection of appropriate culture required for fermentation process of dairy products is a severe problem faced by fermented dairy products manufacturers. As not all cultures help extend the shelf life, thus restrains the fermented milk market growth. In addition, government regulations in certain countries regarding permissible culture used for fermentation process hampers the growth of market.

Some of the key macroeconomic factors such as rise in health awareness and surge in per-capita income play an important role in the overall growth of the fermented milk market.

Asia-Pacific is expected to exhibit a significant growth in the future, owing to rise in demand for different types of fermented milk products such as butter and cheese consumed in fast food products. In addition, the region has witnessed considerable surge in the number of millennials, who are the forefront consumers of fermented milk products.

Some of the key companies profiled in the report include Danone, Nestle, Parmalat S.p.A., Yakult, Chobani LLC, Yoplait, Arla Foods, Muller, Britannia Industries Limited, and FrieslandCampina

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the fermented milk market.

The report provides detailed qualitative and quantitative fermented milk market analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

KEY MARKET SEGMENTS

By Type

Cheese

Yogurt

Butter

Sour cream

Others

By Distribution Channel

Specialty Stores

Supermarket & Hypermarket

Online Stores

By Region

North America

U.S.

Canada

Mexico

Europe

UK

France

Netherlands

Germany

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

United Arab Emirates

South Africa

Rest of LAMEA

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