

# **Global A2 Milk Market Size study, by Breed (Brown Swiss, Guernsey, Holstein, Jersey), by Form (Liquid, Powder), by Packaging (Cans, Carton Packaging, Glass Bottles, Plastic Bottles & Pouches), by Distribution Channel (B2B, Online Retailing, Retail Stores), by Application (Bakery & Confectionery, Dairy Products, Infant Formula, Milk & Milk-Based Beverages) and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/G84207237B32EN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G84207237B32EN

## **Abstracts**

Global A2 Milk Market is valued at approximately USD 3.99 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 11.77% over the forecast period 2024-2032. A2 milk is a variant of cow's milk that predominantly contains the A2 type of beta-casein protein. A2 milk is gaining traction due to its perceived health benefits, particularly for individuals with gastrointestinal sensitivities to the A1 protein commonly found in regular milk. The market for A2 milk encompasses the production, distribution, and sales of this specialized dairy product. Consumers are increasingly shifting from conventional milk to A2 milk, driven by the promise of improved digestive health, which is propelling market growth across the globe. The rising prevalence of digestive issues associated with regular milk further fuels the demand for A2 milk.

However, market penetration is constrained by the high price of A2 milk and the lack of scientific evidence regarding the positive implications of A2 milk on health. Despite these challenges, the market is poised for growth, bolstered by the emerging adoption of A2 milk in infant formulas, the introduction of innovative products, and advancements in supply chain management. Moreover, the preference for A2 milk is rising due to its rich taste and nutrient profile, alongside significant demand for liquid A2 milk owing to its

freshness and whole nutrition profile. Furthermore, advancements in packaging technologies and the increasing adoption of online retail channels are shaping the distribution landscape, which is also leveraging growth opportunities for market expansion over the forecast period of 2024-2032.

The key regions considered for the global A2 Milk market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is accounted as the dominating region because of growing consumer awareness about digestive health benefits associated with A2 milk. Whereas, the Asia Pacific region, with countries like China, Japan, and India, is witnessing increased health consciousness and rising disposable incomes, contributing to the market's growth. Also, the rising lactose intolerance and milk allergy awareness, coupled with the shifts towards healthier lifestyles are showing promising potential for the market expansion across the region.

Major market players included in this report are:

Danone S.A.

Eataly Toronto

Ecomytra Organics Pvt. Ltd.

Erden Creamery Private Limited

Fonterra Co-operative Group Limited

Gujarat Cooperative Milk Marketing Federation Ltd.

Kedia Organic Agro Farms

Kimberton Whole Foods

Nestl? S.A.

Olitia Foods Pvt. Ltd.

The detailed segments and sub-segment of the market are explained below:

By Breed:

Brown Swiss

Guernsey

Holstein

Jersey

By Form:

Liquid

Powder

By Packaging:

Cans

Carton Packaging

Glass Bottles

Plastic Bottles & Pouches

By Distribution Channel:

B2B

Online Retailing

Retail Stores

By Application:

Bakery & Confectionery

Dairy Products

Infant Formula

Milk & Milk-Based Beverages

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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