

# **Global Milk Powder Market Size study with COVID-19 Impact, by Type (Whole Milk Powder, Skimmed Milk Powder, Dairy Whitener, Buttermilk Powder, Fat Filled Milk Powder and Other Milk Powder), by Application (Nutritional Food, Infant Formulas, Confectionaries, Baked Sweets, Savories and Others) and Regional Forecasts 2020-2026**

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## **Abstracts**

Global Milk Powder Market is valued approximately at USD 30.2 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 4.4% over the forecast period 2020-2026. Due to COVID-19 pandemic, the market has been facing the decline in consumption of dairy products because of temporary shutdown of hotels, restaurants and road side tea stalls etc. Milk powder is produced by dehydration of milk and stored without substantial loss of quality due to a low water activity that hampers microbial metabolism, preferably for a significant amount of time. Milk powder is obtained mainly by roller drying and spray drying methods and used as an ingredient for wide range of applications such as confectionaries, infant formulas, bakeries, and nutritional foods. Due to the presence of low moisture content powdered milk has a longer shelf-life and can be stored at ambient temperatures as well as transported to remote locations without proper cold chain infrastructure. The changes in eating habits and busy lifestyle, high nutritional value and growth of retail network in emerging economies are the few factors responsible for growth of the market over the forecast period. Moreover, increase in use of milk powder in infant foods and the presence of several nutrients such as vitamin C, vitamin B12, thiamin, and high amounts of protein, driving the growth of this market. Furthermore, introduction of innovative products and other strategic alliance by various market player will create a lucrative demand for this market. For instance, as per company's news release in February 2020, Danone launched new

sachet packaging for its Aptamil and Cow& Gate powder baby milk ranges in UK. It includes the boxes of 14 ready-to-mix, single-serve sachets across all three stages of baby feeding for both brands: first infant milk (from birth), follow on milk (age 6-12 months) and growing up milk (age 1-2 years). However, presence of additive and special diet trend is the major factor restraining the growth of global Milk Powder market during the forecast period.

The regional analysis of global Milk Powder market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026.

Major market player included in this report are:

Arla Foods amba  
Dairy Farmers of America Inc.  
Danone  
Dean Foods Company  
Fonterra Co-operative Group  
Kraft Foods Inc.  
Lactalis Group  
Nestle S.A  
Saputo Inc.  
Schreiber Foods Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Whole Milk Powder  
Skimmed Milk Powder  
Dairy Whitener

Buttermilk Powder  
Fat Filled Milk Powder  
Other Milk Powder

By Application:  
Nutritional Food  
Infant Formulas  
Confectionaries  
Baked Sweets  
Savories  
Others

By Region:  
North America  
U.S.  
Canada  
Europe  
UK  
Germany  
Asia Pacific  
China  
India  
Japan  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2026

Target Audience of the Global Milk Powder Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists

Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2026 (USD Billion)
  - 1.2.1. Milk Powder Market, by Region, 2018-2026 (USD Billion)
  - 1.2.2. Milk Powder Market, by Type, 2018-2026 (USD Billion)
  - 1.2.3. Milk Powder Market, by Application, 2018-2026 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL MILK POWDER MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL MILK POWDER MARKET DYNAMICS**

- 3.1. Milk Powder Market Impact Analysis (2018-2026)
  - 3.1.1. Market Drivers
  - 3.1.2. Market Challenges
  - 3.1.3. Market Opportunities

### **CHAPTER 4. GLOBAL MILK POWDER MARKET: INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2016-2026)
- 4.2. PEST Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL MILK POWDER MARKET, BY TYPE**

- 5.1. Market Snapshot
- 5.2. Global Milk Powder Market by Type, Performance - Potential Analysis
- 5.3. Global Milk Powder Market Estimates & Forecasts by Type 2016-2026 (USD Billion)
- 5.4. Milk Powder Market, Sub Segment Analysis
  - 5.4.1. Whole Milk Powder
  - 5.4.2. Skimmed Milk Powder
  - 5.4.3. Dairy Whitener
  - 5.4.4. Buttermilk Powder
  - 5.4.5. Fat Filled Milk Powder
  - 5.4.6. Other Milk Powder

## **CHAPTER 6. GLOBAL MILK POWDER MARKET, BY APPLICATION**

- 6.1. Market Snapshot
- 6.2. Global Milk Powder Market by Application, Performance - Potential Analysis
- 6.3. Global Milk Powder Market Estimates & Forecasts by Application 2016-2026 (USD Billion)
- 6.4. Milk Powder Market, Sub Segment Analysis
  - 6.4.1. Nutritional Food
  - 6.4.2. Infant Formulas
  - 6.4.3. Confectionaries
  - 6.4.4. Baked Sweets
  - 6.4.5. Savories
  - 6.4.6. Others

## **CHAPTER 7. GLOBAL MILK POWDER MARKET, REGIONAL ANALYSIS**

- 7.1. Milk Powder Market, Regional Market Snapshot
- 7.2. North America Milk Powder Market

- 7.2.1. U.S. Milk Powder Market
  - 7.2.1.1. Type breakdown estimates & forecasts, 2016-2026
  - 7.2.1.2. Application breakdown estimates & forecasts, 2016-2026
- 7.2.2. Canada Milk Powder Market
- 7.3. Europe Milk Powder Market Snapshot
  - 7.3.1. U.K. Milk Powder Market
  - 7.3.2. Germany Milk Powder Market
  - 7.3.3. Rest of Europe Milk Powder Market
- 7.4. Asia-Pacific Milk Powder Market Snapshot
  - 7.4.1. China Milk Powder Market
  - 7.4.2. India Milk Powder Market
  - 7.4.3. Japan Milk Powder Market
  - 7.4.4. Rest of Asia Pacific Milk Powder Market
- 7.5. Latin America Milk Powder Market Snapshot
  - 7.5.1. Brazil Milk Powder Market
  - 7.5.2. Mexico Milk Powder Market
- 7.6. Rest of The World Milk Powder Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. Arla Foods amba
    - 8.2.1.1. Key Information
    - 8.2.1.2. Overview
    - 8.2.1.3. Financial (Subject to Data Availability)
    - 8.2.1.4. Product Summary
    - 8.2.1.5. Recent Developments
  - 8.2.2. Dairy Farmers of America Inc.
  - 8.2.3. Danone
  - 8.2.4. Dean Foods Company
  - 8.2.5. Fonterra Co-operative Group
  - 8.2.6. Kraft Foods Inc.
  - 8.2.7. Lactalis Group
  - 8.2.8. Nestle S.A
  - 8.2.9. Saputo Inc.
  - 8.2.10. Schreiber Foods Inc.

## **CHAPTER 9. RESEARCH PROCESS**

## 9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

## 9.2. Research Attributes

## 9.3. Research Assumption



## List Of Tables

### LIST OF TABLES

- TABLE 1. List of secondary sources, used in the study of global Milk Powder market
- TABLE 2. List of primary sources, used in the study of global Milk Powder market
- TABLE 3. Global Milk Powder market, report scope
- TABLE 4. Years considered for the study
- TABLE 5. Exchange rates considered
- TABLE 6. Global Milk Powder market estimates & forecasts by region 2016-2026 (USD Billion)
- TABLE 7. Global Milk Powder market estimates & forecasts by Type 2016-2026 (USD Billion)
- TABLE 8. Global Milk Powder market estimates & forecasts by Application 2016-2026 (USD Billion)
- TABLE 9. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 10. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 11. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 12. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 13. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 14. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 15. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 16. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 17. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 18. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 19. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)
- TABLE 20. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 21. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 22. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 23. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 24. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 25. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 26. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 27. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 28. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 29. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 30. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 31. Global Milk Powder market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 32. Global Milk Powder market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 33. U.s. Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 34. U.s. Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 35. U.s. Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 36. Canada Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 37. Canada Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 38. Canada Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 39. UK Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 40. UK Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 41. UK Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 42. Germany Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 43. Germany Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 44. Germany Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 45. Roe Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 46. Roe Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 47. Roe Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 48. China Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 49. China Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 50. China Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 51. India Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 52. India Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 53. Japan Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 54. Japan Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 55. Japan Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 56. Roapac Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 57. Roapac Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 58. Roapac Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 59. Brazil Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 60. Brazil Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 61. Brazil Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 62. Mexico Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 63. Mexico Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 64. Mexico Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 65. Rola Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 66. Rola Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 67. Rola Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 68. Row Milk Powder market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 69. Row Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 70. Row Milk Powder market estimates & forecasts by segment 2016-2026 (USD Billion)

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Milk Powder market, research methodology
- FIG 2. Global Milk Powder market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Milk Powder market, key trends 2019
- FIG 5. Global Milk Powder market, growth prospects 2020-2026
- FIG 6. Global Milk Powder market, porters 5 force model
- FIG 7. Global Milk Powder market, pest analysis
- FIG 8. Global Milk Powder market, value chain analysis
- FIG 9. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 10. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 11. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 12. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 13. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 14. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 15. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 16. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 17. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 18. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 19. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 20. Global Milk Powder market by segment, 2016 & 2026 (USD Billion)
- FIG 21. Global Milk Powder market, regional snapshot 2016 & 2026
- FIG 22. North America Milk Powder market 2016 & 2026 (USD Billion)
- FIG 23. Europe Milk Powder market 2016 & 2026 (USD Billion)
- FIG 24. Asia pacific Milk Powder market 2016 & 2026 (USD Billion)
- FIG 25. Latin America Milk Powder market 2016 & 2026 (USD Billion)
- FIG 26. Global Milk Powder market, company market share analysis (2019)

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