

# **A2 Milk Market Size, Share & Trends Analysis Report By Product (Liquid, Powder), By Packaging (Cartons, Bottles), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Online), By Region, And Segment Forecasts, 2022 - 2028**

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## **Abstracts**

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### **A2 Milk Market Growth & Trends**

The global A2 milk market size is expected to reach USD 7.92 billion by 2028, registering a compound annual growth rate (CAGR) of 18.3% during the forecast period, according to a new report by Grand View Research, Inc. The increasing per capita income, so consumers spending more on A2 milk products, increasing awareness about the nutritional awareness, and increasing research activities to develop new products are driving the market. Moreover, increasing population and rising disposable income are contributing to the growth of the market. However, the high cost of A2 milk as compared to conventional milk is further projected to hinder the market growth during the forecast period.

The demand for consumer foods & beverages has slightly increased due to the growing demand for dairy-based products in the COVID-19 pandemic. Protein Keto and a2 milk beverages had gained traction during the COVID-19 era to fulfill the demand for nutritious ingredients. The increased focus on maintaining physical fitness has played a major role in the market's growth during the COVID-19 era.

The powder segment is expected to expand with the highest CAGR of 18.9% from 2022 to 2028. The market is mainly driven, owing to the growing application of powder-based

A2 milk in confectionery, baked desserts, and salty products in the food & bakery industry. Moreover, the powder-based A2 milk comprises low moisture, thus increasing durability and further increasing the shelf life.

The cartons segment contributed the largest share of over 60% in the global A2 milk market in 2021. The market is mainly driven due to the significant application of carton packaging in transportation due to safer and more convenient for storing food as cartons packaging protect and offers longer durability of the product. Moreover, the bottle segment is projected to grow significantly during the forecast period, owing to the rising demand for convenient packaging solutions in the beverages industry across the globe. Manufacturers are preferring the process to enhance the shelf life of the product, which, in turn, will drive the industry demand.

The online segment is expected to register the fastest growth during the forecast years, with a CAGR of 19.2% from 2022 to 2028. This growth is owing to the increased focus of milk providers on adopting technologically advanced e-commerce technology to raise the sales of seafood products. The dairy products companies prefer door-step delivery with minimal tenure by using the online sales platform. Consumers easily track the orders of dairy products by using e-commerce web applications.

Asia Pacific dominated the A2 milk market revenue and accounted for the largest revenue share of over 50% in 2021 and is expected to expand with a CAGR of 18.7% from 2022 to 2028. The rising awareness in China and India to maintain sustainable health is driving the market growth. The growing adoption of the product to beat diseases such as diabetes is further estimated to drive the business growth during the forecast period. A significant growth rate in the region is mainly anticipated due to the increasing product awareness in countries such as India, China, Japan, South Korea, etc. Increasing disposable income and changing lifestyles in the region are significantly driving the demand for A2 milk in the region.

## A2 Milk Market Report Highlights

Asia Pacific dominated the market and accounted for the largest revenue share of over 50% in 2021 and is expected to expand with a CAGR of 18.7% from 2022 to 2028. This market contribution is attributed to the popularity of the milk as the best healthy for all the age groups citizens

The powder segment is expected to expand with the highest CAGR of 18.9% from 2022 to 2028. With the increasing demand for powder for various

applications, such as confectionery, baked desserts, and salty products from the industry

The cartons segment held the largest market share of over 60% in the global A2 milk market in 2021. Carton packaging is safer and more convenient for storing food as carton packaging protects and offers longer durability of product content into it

The online segment is expected to register the fastest growth during the forecast years, with a CAGR of 19.2% from 2022 to 2028. The growing usage of online shopping portals and mobile apps is getting popular due to their simplicity and convenience

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