

# **A2 Milk Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

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## **Abstracts**

The global A2 milk market size reached US\$ 11.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 29.2 Billion by 2028, exhibiting a growth rate (CAGR) of 16.8% during 2023-2028.

A2 milk is characterized by the presence of A2 beta-casein protein in cow milk, which gets broken down into amino acids for rapid digestion. It prevents stomach discomfort that is usually caused after consuming dairy products among lactose intolerant people, such as gas, bloating, and diarrhoea. It is a rich source of minerals, such as calcium, potassium, phosphorus, omega-3 fatty acids, vitamins A, D, and B12, and other essential nutrients. As a result, its consumption aids in strengthening bones, maintaining blood pressure levels, and improving the functioning of muscles.

### **A2 Milk Market Trends:**

A2 milk is widely used to prepare bakery goods, dairy products, and beverages, such as pancakes, muffins, cupcakes, smoothies, cottage cheese, gravies, shakes, and coffee, which are served across restaurants and other commercial food outlets. This, in confluence with the burgeoning food and beverage (F&B) industry, represents one of the major factors bolstering the market growth. In addition, the increasing awareness about the health benefits of A2 milk, along with the rising health consciousness among the masses, is driving the market. Moreover, A2 milk helps prevent stomach discomfort, such as gas, bloating, and diarrhea, experienced by lactose-intolerant people after consuming dairy products. This, coupled with the increasing population of lactose-intolerant individuals worldwide, is catalyzing the consumption of A2 milk to meet the daily nutritional requirement of the body. Apart from this, as A2 milk is utilized in the manufacturing of baby food and infant formula, the rising concerns of parents about the balanced nutrition of their children are influencing the market positively. Furthermore, as

key players are focusing on offering farm-fresh organic variants through online retail channels, the thriving e-commerce industry is anticipated to provide a positive outlook to the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global A2 milk market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on end-use and distribution channel.

#### Breakup by End-Use:

- Liquid Milk
- Infant Formula
- Others

Liquid milk exhibits a clear dominance in the market due to its high nutritional significance for lactose-intolerant individuals.

#### Breakup by Distribution Channel:

- Supermarkets & Hypermarkets
- Convenience & Grocery Stores
- Online/Non-store Retailing
- Others

Supermarkets and hypermarkets dominate the market as these stores provide large shelf space and a wider choice of products from different brands.

#### Regional Insights:

- North America
- Europe
- Oceania
- Asia
- Others

Oceania holds the majority of the global A2 milk market share due to the growing number of dairy companies offering incentives to A2 milk producers in the region.

### Competitive Landscape:

The A2 milk market is relatively new and is currently dominated by a few players, however, a number of new regional and global players are emerging. Some of the leading players operating in the market are:

The A2 Milk Company Limited

Jersey Dairy

Lion Pty Limited (Pura and Dairy Farmers)

Fonterra

This report provides a deep insight into the global A2 milk market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the A2 milk industry in any manner.

### Key Questions Answered in This Report

1. What is the size of the global A2 milk market in 2022?
2. What is the expected growth rate of the global A2 milk market during 2023-2028?
3. What are the key factors driving the global A2 milk market?
4. What has been the impact of COVID-19 on the global A2 milk market?
5. What is the breakup of the global A2 milk market based on the end-use?
6. What is the breakup of the global A2 milk market based on the distribution channel?
7. What are the key regions in the global A2 milk market?
8. Who are the key players/companies in the global A2 milk market?

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