

A2 Milk Market Report by End-Use (Liquid Milk, Infant Formula, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience and Grocery Stores, Online/Non-Store Retailing, and Others), and Region 2024-2032

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Abstracts

The global A2 milk market size reached US\$ 13.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 47.8 Billion by 2032, exhibiting a growth rate (CAGR) of 14.8% during 2024-2032. The increasing lactose intolerant population, rising inclination towards A2 milk-based processed and RTE food products, and the growing number of commercial establishments, including cafes and bakeries, are some of the major factors propelling the market.

A2 milk contains only the A2 variant of beta-casein protein, unlike regular milk. It is sourced from older cow breeds, including Guernsey, Limousin, Charolais, and Jersey. It is rich in calcium, vitamin D, protein, healthy fats, phosphorus, potassium, and other essential nutrients. It is easier to digest for people who experience discomfort when consuming regular milk. It aids in improving digestive comfort, enhancing nutrient absorption, and reducing the risk of developing autoimmune diseases, heart diseases, impaired immune responses, and neurological impairment.

The increasing lactose intolerant population is driving the demand for A2 milk to meet the daily nutritional needs of the body around the world. Moreover, the rising inclination towards A2 milk-based processed and ready to eat (RTE) food products, such as pancakes, muffins, cupcakes, smoothies, shakes, and coffee, on account of rapid urbanization, busy lifestyles, and improving purchasing power of consumers is favoring the growth of the market. In addition, the growing number of commercial establishments, including cafes, restaurants, hotels, quick service restaurants (QSRs),

and bakeries, which are incorporating the use of A2 milk in the preparation of food and beverages is influencing the market positively. Apart from this, the easy availability of A2 milk and A2 milk based food products and drinks via different online retail channels like grocery or food delivery applications, as they offer convenience and fast and free shipping facilities, are contributing to the market growth. Furthermore, increasing use of A2 milk in the production of cosmetic and skincare products, such as lotions, cleansers, moisturizers, shampoos, and conditioners, are bolstering the market growth.

A2 Milk Market Trends/Drivers:

Increase in awareness about associated benefits

One of the primary factors driving the demand for A2 milk is the growing consumer awareness about its health benefits. Unlike regular cow's milk, which contains both A1 and A2 beta-casein proteins, A2 milk contains only A2 beta-casein. Research has indicated that A2 milk is easier to digest for some individuals, potentially reducing symptoms associated with lactose intolerance and milk sensitivities. This perceived health advantage has been communicated effectively through various media channels, leading to increased consumer interest and subsequent demand for A2 milk.

Rise in lifestyle diseases

With lifestyle-related health issues such as obesity, diabetes, and heart disease on the rise, consumers are becoming increasingly cautious about their dietary choices. A2 milk is often seen as a healthier alternative to regular milk because it lacks the A1 protein, which has been linked to some digestive issues and inflammation. As people look for better and nutritious options that align with a balanced lifestyle, A2 milk is gaining popularity, fulfilling this consumer need for wellness-focused food products.

Growing consumer preferences

As consumer preferences evolve toward natural, organic, and ethical choices, A2 milk is enjoying increased attention. Many A2 milk brands promote their products as not only easier on digestion but also produced in environmentally responsible ways. Some even highlight better animal welfare practices, like free-range and grass-fed cows, which appeal to a consumer base concerned with sustainability and ethical considerations. This aligns with the broader trend of health-conscious consumption, wherein people are willing to pay a premium for products that they perceive to be better for their health and the planet. As this trend continues, the demand for A2 milk is likely to sustain its upward

trajectory.

A2 Milk Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global A2 milk market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on end-use and distribution channel.

Breakup by End-Use:

Liquid Milk

Infant Formula

Others

Liquid milk dominates the market

The report has provided a detailed breakup and analysis of the market based on the end-use. This includes liquid milk, infant formula, and others. According to the report, liquid milk represented the largest segment. The primary end-use of A2 milk in its liquid form is for direct consumption, like regular milk of the cow. It is especially targeted towards consumers who experience digestive discomfort from regular milk containing both A1 and A2 proteins. Liquid A2 milk is often used as a beverage on its own, as well as in cooking, baking, or as an ingredient in smoothies and shakes. Due to its nutrient profile, which includes calcium, protein, and vitamins, it serves as a dietary staple for many people seeking its potential health benefits.

A2 milk is increasingly being used in the formulation of infant formula products. Some parents opt for A2 infant formula to provide nutrition that may be easier on digestive system of infants. The formula is designed to be a balanced source of nutrients for babies, including essential fatty acids, vitamins, and minerals, and aims to mimic the nutritional profile of natural breast milk as closely as possible. A2 infant formula is generally used as a supplement to or replacement for breast milk for babies who may be lactose intolerant or sensitive to the A1 protein found in regular cow's milk-based formulas.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience and Grocery Stores

Online/Non-store Retailing

Others

Supermarkets and hypermarkets holds the largest share in the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, convenience and grocery stores, online/non-store retailing, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share. Supermarkets and hypermarkets serve as one of the primary distribution channels for A2 milk. These larger retail spaces offer a wide range of food and beverage products, including specialty items like A2 milk. The advantage of distributing A2 milk through supermarkets and hypermarkets is the visibility it gains from high footfall. These stores often have dedicated dairy sections wherein A2 milk can be prominently displayed, making it easier for consumers to find. The extensive reach and marketing capabilities of such large stores can also help in educating the consumers about the potential benefits of A2 milk, thereby increasing its demand.

Convenience and grocery stores offer another significant distribution channel for A2 milk. These stores are generally smaller and more localized compared to supermarkets and hypermarkets. They serve as a quick and convenient option for consumers to purchase essential items, including milk. A2 milk can benefit from the impulse-buying behavior often seen in these stores. Additionally, the local nature of convenience and grocery stores allows for more targeted distribution, catering to neighborhoods or areas where there may be higher demand for specialized dairy products like A2 milk. These smaller stores can also provide opportunities for in-store promotions and personalized customer engagement.

Breakup by Region:

North America

Europe

Oceania

Asia

Others

Oceania exhibits a clear dominance, accounting for the largest A2 milk market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Oceania, Asia, and others.

According to the report, Oceania accounted for the largest market share.

The increasing consumption of dairy-free and lactose-free products represents one of the primary factors driving the demand for A2 milk in the Oceania region. Moreover, the rising health concerns among consumers is favoring the growth of the market in the region. Besides this, the growing use of A2 milk in the manufacturing of baby food and infant formula is influencing the market positively in the region.

Competitive Landscape:

The leading companies are using genetic testing to identify cows that produce A2-only protein, which ensures that the milk is genuinely of the A2 variety and maintains the integrity of the product. They are also utilizing mass spectrometry and advanced chromatography technologies for stringent quality checks, which help in confirming the absence of A1 proteins and ensuring the purity of A2 milk. Moreover, key players are integrating blockchain technology and QR codes to enhance traceability and allow consumers to access detailed information about the journey of the product from farm to shelf, thereby increasing consumer trust. They are also ensuring that A2 milk maintains its quality while being transported over long distances.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

The A2 Milk Company Limited

Jersey Dairy

Lion Pty Limited (Pura and Dairy Farmers)

Fonterra

Recent Developments:

In 2020, The A2 Milk Company Limited partnered with Agrifoods Cooperative and launched its high-quality protein a2 Milk® brand in Canada to expand their consumer base.

In 2022, Fonterra partnered with Nestle to create New Zealand's first net zero carbon emissions dairy farm.

Key Questions Answered in This Report

1. What is the size of the global A2 milk market in 2023?
2. What is the expected growth rate of the global A2 milk market during 2024-2032?
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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