

Camel Dairy Market Report by Product Type (Raw Camel Milk, Pasteurized Camel Milk, Flavoured Camel Milk, Camel Milk Cheese, Camel Milk Yoghurt, Camel Milk Ice Cream, Camel Milk Laban, Camel Milk Ghee, Camel Milk Infant Formula, Camel Milk Powder, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores, and Others), Packaging Type (Cartons, Bottles, Cans, Jars, and Others), and Region 2024-2032

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Abstracts

The global camel dairy market size reached US\$ 7.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.9 Billion by 2032, exhibiting a growth rate (CAGR) of 3% during 2024-2032. The nutritional benefits of camel milk, rising health and wellness trends, increasing population of lactose-intolerant individuals, inflating disposable income levels, and expanding distribution channels are some of the major factors propelling the market.

Camel dairy refers to the production and processing of milk derived from camels, specifically the dromedary (*Camelus dromedarius*) or the Bactrian camel (*Camelus bactrianus*). Camel milk has been consumed for centuries in regions where camels are native, such as the Middle East, North Africa, and parts of Asia. It is known for its unique composition and nutritional properties, making it an interesting alternative to cow's milk. Due to its composition and potential health benefits, camel milk has gained attention in the global market, and the demand for camel dairy products has been

increasing. This has led to the establishment of camel dairies in various countries, with some producers offering a range of products including pasteurized milk, yogurt, cheese, and even camel milk chocolates. The unique characteristics and growing consumer interest in camel dairy make it an intriguing niche market within the dairy industry.

Camel milk is gaining popularity due to its unique nutritional composition. It is known to be low in lactose and cholesterol, while high in vitamins, minerals, and proteins. Consequently, the growing consumer awareness and preference for healthier and functional food products are escalating the demand for camel dairy products. Additionally, with an increasing focus on health and wellness, consumers are actively seeking alternative dairy options. Camel milk is considered a healthier choice due to its potential health benefits, including its hypoallergenic properties and reported positive effects on conditions like diabetes and autoimmune disorders. This trend is bolstering the growth of the global camel dairy market. Besides this, camel milk's naturally lower lactose content makes it a suitable alternative for individuals who are lactose intolerant, thus driving the market growth. Other than this, increasing disposable income, particularly in emerging economies, is contributing to the growth of the camel dairy market as people with more purchasing power are willing to explore and adopt premium and specialty food products, including camel milk.

Camel Dairy Market Trends/Drivers:

Nutritional Benefits

Camel milk's nutritional profile is a key driver of the global camel dairy market. Camel milk's lower cholesterol content is appealing to health-conscious consumers. Its richness in vitamins (such as vitamin C, B vitamins, and vitamin E), minerals (including calcium, iron, and potassium), and proteins adds to its appeal as a nutritious dairy alternative. The unique composition of camel milk, including the presence of certain bioactive compounds, has also sparked interest in potential health benefits. These factors make camel milk a compelling choice for consumers seeking functional and healthy food products.

Health and Wellness Trends

The global shift toward health and wellness is driving the demand for camel dairy products. Consumers are becoming more conscious of their dietary choices and are actively seeking alternatives to traditional dairy products. Camel milk, being perceived as a healthier option, aligns with this trend. It is considered hypoallergenic and has been

associated with potential health benefits, such as improving insulin sensitivity and reducing inflammation. These properties attract individuals with specific health concerns, including those with diabetes or autoimmune disorders. Additionally, camel milk's reported benefits for skin health have also gained attention. As consumers prioritize their well-being and look for natural and functional food options, the demand for camel dairy products continues to grow.

Increasing Population of Lactose-Intolerant Individuals

The rising prevalence of lactose intolerance globally is a significant driver for the camel dairy market. Lactose intolerance is the inability to digest lactose, a sugar present in milk and dairy products. Camel milk naturally contains lower levels of lactose compared to cow's milk, making it easier to digest for individuals with lactose intolerance. As awareness of lactose intolerance increases, more people are actively seeking lactose-free alternatives, and camel milk presents an appealing option. The growing population of lactose-intolerant individuals, combined with the desire for dairy-like products, propels the demand for camel dairy. This factor is particularly relevant in regions where lactose intolerance is prevalent, such as parts of Asia, Africa, and the Middle East, where camel dairies have traditionally thrived.

Camel Dairy Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global camel dairy market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on product type, distribution channel and packaging type.

Breakup by Product Type:

- Raw Camel Milk
- Pasteurized Camel Milk
- Flavoured Camel Milk
- Camel Milk Cheese
- Camel Milk Yoghurt
- Camel Milk Ice Cream
- Camel Milk Laban
- Camel Milk Ghee
- Camel Milk Infant Formula
- Camel Milk Powder
- Others

Raw camel milk is the most popular product type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes raw camel milk, pasteurized camel milk, flavored camel milk, camel milk cheese, camel milk yoghurt, camel milk ice cream, camel milk laban, camel milk infant formula, camel milk powder, and others. According to the report, raw camel milk represented the largest segment.

Raw camel milk refers to unprocessed milk obtained directly from camels. It is in its natural state without undergoing any heat treatment or pasteurization. Raw camel milk is sought after by consumers who prefer minimally processed and unaltered dairy products. This segment caters to those who value the milk's natural taste and nutritional benefits.

Pasteurized camel milk undergoes the process of pasteurization, which involves heating the milk to eliminate harmful bacteria while retaining its nutritional properties.

Pasteurization ensures the milk's safety and extends its shelf life. This product type targets consumers who prioritize both safety and convenience, as pasteurization helps maintain the milk's quality and enables wider distribution.

Flavored camel milk refers to camel milk infused with various flavors, such as chocolate, vanilla, strawberry, or coffee. This product category appeals to consumers seeking a unique and indulgent taste experience. Flavored camel milk offers a diverse range of options, catering to different flavor preferences and providing a refreshing twist to traditional dairy beverages.

Camel milk cheese is a processed dairy product made from camel milk. It involves the curdling and fermentation of camel milk to create a variety of cheese types, such as soft cheese, hard cheese, or even artisanal cheeses. Camel milk cheese provides a niche and gourmet option for cheese enthusiasts who appreciate the distinct flavor and texture profiles that camel milk brings to the cheese-making process.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online Stores

Others

The majority of the camel dairy products are distributed through supermarkets and hypermarkets

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, specialty stores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets play a crucial role in driving the camel dairy market due to their wide reach and customer base. These large retail establishments have the advantage of offering a diverse range of products, including camel dairy, under one roof. By stocking camel milk and related products, they create awareness and accessibility for consumers. Supermarkets and hypermarkets have the capacity to display and promote camel dairy prominently, attracting the attention of a broad customer base. Their strong distribution networks also facilitate the availability of camel dairy products across different regions, boosting market penetration. Additionally, supermarkets often leverage marketing strategies such as discounts, promotions, and product placements to increase consumer demand for camel dairy.

Convenience stores contribute to the growth of the camel dairy market by catering to the needs of on-the-go consumers. These stores offer a convenient shopping experience and extended operating hours, making camel dairy products easily accessible. Consumers seeking quick and hassle-free purchases can find camel milk and related items conveniently stocked in refrigerated sections or grab-and-go coolers. Convenience stores are particularly important for impulse purchases, as customers may encounter camel dairy products while seeking snacks or beverages. By providing a convenient and readily available option, convenience stores meet the demand for camel dairy among time-pressed consumers.

Specialty stores focusing on health, organic, or gourmet products are instrumental in driving the camel dairy market. These stores cater to niche markets and attract consumers specifically looking for unique and high-quality food offerings. Specialty stores showcase a curated selection of camel dairy products, emphasizing their nutritional benefits, organic origins, or specialty production methods. The knowledgeable staff in these stores can provide detailed information and guidance about camel dairy, helping to educate and influence consumer choices. By positioning camel dairy as a premium and distinctive product, specialty stores create a perception

of exclusivity, which appeals to discerning consumers. This targeted approach ensures that camel dairy products receive dedicated attention and are accessible to consumers with specific preferences or dietary requirements.

Breakup by Packaging Type:

Cartons

Bottles

Cans

Jars

Others

Bottles dominate the market

The report has provided a detailed breakup and analysis of the market based on the packaging type. This includes cartons, bottles, cans, jars, and others. According to the report, bottles represented the largest market share.

Cartons are commonly used for packaging camel milk and other dairy products. They provide a lightweight, eco-friendly, and convenient option for storage and transportation. Cartons are often designed with resealable features to maintain product freshness and allow for multiple uses.

Bottles are utilized for packaging camel milk and flavored camel milk beverages. They offer a secure and tamper-evident packaging solution, ensuring product integrity. Bottles are typically made of food-grade materials such as plastic or glass and are available in various sizes to cater to different consumer needs.

Cans are employed for packaging camel milk, particularly in the form of long-life UHT (Ultra-High Temperature) milk. Cans provide excellent protection against light, air, and external contaminants, extending the product's shelf life. They are particularly suitable for long-distance transportation and are easy to stack and store.

Jars are commonly used for packaging camel milk products such as camel milk cheese, yogurt, or desserts. They offer an attractive and reusable packaging option, allowing consumers to see the product inside. Jars are often made of glass and come in different sizes, contributing to the premium and gourmet image of camel dairy products.

Breakup by Region:

Africa
Middle East
Asia
Oceania
Rest of the World

Africa exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include Africa, Middle East, Asia, Oceania, and Rest of the world. According to the report, Africa was the largest market for camel dairy.

Africa has a large market for camel dairy products due to the presence of camel pastoralism in many regions. Camels are well adapted to the arid and semi-arid climates prevalent in several African countries. The traditional consumption of camel milk and its cultural significance, along with the nutritional benefits and medicinal properties associated with it, contribute to the demand for camel dairy products in the continent.

The Middle East is a significant market for camel dairy due to the cultural significance and historical association of camels with the region. Camel milk has been consumed for centuries and holds cultural and religious importance. The arid climate and traditional nomadic lifestyle make camel rearing and camel milk production prevalent. The Middle East's strong connection to camel milk and the growing interest in its nutritional benefits contribute to the market.

Asia is a significant market due to its historical and cultural connections with camels. Countries like India, Pakistan, and Mongolia have a long-standing tradition of camel rearing and milk consumption. The nutritional value of camel milk, its use in traditional medicine, and its status as a lactose-intolerant-friendly alternative contribute to the market's growth in Asia.

Oceania, particularly Australia, is a large market for camel dairy due to its sizable camel population. Camel farming has been established in Australia, primarily for milk production. The demand for camel dairy products has grown, driven by the country's multicultural population, health-conscious consumers, and the unique taste and nutritional benefits of camel milk.

Competitive Landscape:

The leading companies are focusing on product innovation to diversify their offerings and cater to changing consumer preferences. They are introducing new flavors, formulations, and value-added products such as camel milk-based chocolates, ice creams, and skincare products. These innovations aim to attract a wider customer base and create differentiation in the market. Additionally, in order to enhance market reach, key players are expanding their distribution networks. They are partnering with supermarkets, hypermarkets, convenience stores, and specialty stores to ensure broader availability of their products. Additionally, they are exploring online sales channels, including e-commerce platforms, to tap into the growing trend of online shopping and reach consumers beyond geographical boundaries. Besides this, companies are investing in marketing and promotional activities to create awareness and educate consumers about the benefits of camel dairy. They are leveraging social media platforms, digital advertising, and collaborations with influencers to reach target audiences. These campaigns focus on highlighting the unique nutritional properties, sustainability aspects, and the cultural heritage associated with camel dairy.

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:

Camelicious

Al Ain Dairy

Desert Farms

Vital Camel Milk

Tiviski Dairy

Camilk Dairy

Camel Dairy Farm Smits

Camel Milk Co Australia

Camel Milk South Africa

Recent Developments:

In 2022, Al Ain Farms, a subsidiary of Al Ain Dairy, announced that it would be launching a UHT camel milk in the European market in 2023. The product will be easier to transport and have a shelf life of up to six months.

Key Questions Answered in This Report

1. What was the size of the global camel dairy market in 2023?

2. What are the key factors driving the global camel dairy market?
3. What has been the impact of COVID-19 on the global camel dairy market?
4. What is the breakup of the global camel dairy market based on the product type?
5. What is the breakup of the global camel dairy market based on the distribution channel?
6. What is the breakup of the global camel dairy market based on the packaging type?
7. What are the key regions in the global camel dairy market?
8. Who are the key players/companies in the global camel dairy market?

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