

# North America Flavoured Milk Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/N539CD277A5AEN.html>

Date: July 2023

Pages: 142

Price: US\$ 2,699.00 (Single User License)

ID: N539CD277A5AEN

## Abstracts

### Market Overview:

The North America flavoured milk market size reached 3.0 Billion Litres in 2022. Looking forward, IMARC Group expects the market to reach 4.1 Billion Litres by 2028, exhibiting a growth rate (CAGR) of 5.7% during 2023-2028.

Flavoured milk refers to the milk that contains added artificial or natural flavours, food coloring and sugar. It is pasteurized using ultra-high-temperature (UHT) treatment, which gives flavoured milk a longer shelf-life than regular milk. Flavoured milk has high nutritional value and contains carbohydrates, sodium, calcium, and vitamins, such as vitamin A and D. Owing to this, some flavoured milk products are formulated and distributed as dietary supplements with additional vitamins or minerals. This has led to a rise in its demand across the globe.

The North America flavoured milk market is being driven by several factors. Rising awareness amongst consumers regarding the high calcium and protein content of flavoured milk has catalyzed its demand in the region. Furthermore, with increasing cases of lifestyle diseases due to the unhealthy diets, consumers are shifting towards flavoured milk, as a healthier alternative to other ready-to-drink beverages. Additionally, unlike regular milk, flavoured milk can be consumed directly without boiling and adding other supplements. On account of this, it has become an ideal solution for on-the-go lifestyles of consumers. Moreover, the availability of flavoured milk in various flavours, such as chocolate, vanilla, mango and strawberry, has catered to different tastes and preferences of consumers, thereby propelling the demand. Furthermore, flavoured milk is being offered in the schools and college cafeterias to meet the daily milk intake of

students, which has also contributed to the market growth in the region.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America flavoured milk market report, along with forecasts at the regional and country level from 2023-2028. Our report has categorized the market based on flavour, packaging and distribution channel.

#### Key Regions Analysed

United States

Canada

#### Analysis for Each Country

#### Market by Flavour

Chocolate

Fruit

Vanilla

Others

#### Market by Packaging

Paper Based

Plastic Based

Glass Based

Metal Based

#### Market by Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online Stores

Others

#### Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

Competitive Landscape

Competitive Structure

Key Player Profiles

### Key Questions Answered in This Report:

How has the North America flavoured milk market performed so far and how will it perform in the coming years?

What are the key regions in the North America flavoured milk market?

What has been the impact of COVID-19 on the North America flavoured milk market?

What is the breakup of the North America flavoured milk market on the basis of flavour?

What is the breakup of the North America flavoured milk market on the basis of packaging?

What is the breakup of the North America flavoured milk market on the basis of distribution channel?

What are the various stages in the value chain of the North America flavoured milk industry?

What are the key driving factors and challenges in the North America flavoured milk industry?

What is the structure of the North America flavoured milk industry and who are the key players?

What is the degree of competition in the North America flavoured milk industry?

What are the profit margins in the North America flavoured milk industry?

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