

# **Organic Dairy Market Report by Product Type (Fluid Milk, Yogurt, Cheese, Butter, Cream, and Others), Packaging Type (Pouches, Tetra-packs, Bottles, Cans, and Others), Distribution Channel (Supermarkets, Hypermarkets, Discount Stores, Convenience and Grocery Stores, Organic Specialty Stores, Online/E-Retailing, Direct Sales, and Others), and Region 2024-2032**

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## **Abstracts**

The global organic dairy market size reached US\$ 25.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 44.4 Billion by 2032, exhibiting a growth rate (CAGR) of 6.1% during 2024-2032. The market is experiencing moderate growth driven by the increasing consumer health consciousness, environmental sustainability, regulatory support and certification, increasing retail availability, and rising disposable income level.

### **Organic Dairy Market Analysis:**

**Market Growth and Size:** The market is witnessing moderate growth, driven by the increasing consumer awareness about health benefits associated with organic products.

**Technological Advancements:** Rapid technological advancements, such as the advancements in automation, data analytics, and sustainable farming practices have led to higher productivity and quality in organic dairy production.

**Industry Applications:** Organic dairy products are widely used in various food and beverage applications, including yogurt, cheese, milk, and butter. Additionally, they are gaining popularity in the foodservice industry, with restaurants and cafes incorporating organic dairy items into their menus.

**Geographical Trends:** The demand for organic dairy products is on the rise across the globe, with North America and Europe being the largest markets. However, there is a noticeable increase in demand in emerging markets in Asia and South America, driven by changing consumer preferences and rising disposable incomes.

**Competitive Landscape:** The global organic dairy market is highly competitive, with established players and new entrants vying for market share.

**Challenges and Opportunities:** Challenges in the organic dairy industry include the higher production costs associated with organic farming and the need for sustainable practices. However, there are significant opportunities for growth, such as expanding product portfolios, exploring new markets, and adopting innovative packaging solutions.

**Future Outlook:** The future of the global organic dairy market looks promising, with increasing consumer demand for organic and healthy food choices. To stay competitive, companies should focus on innovation, sustainable practices, and effective marketing strategies to capture a larger share of this growing market.

## Organic Dairy Market Trends:

### Consumer health consciousness

In recent years, there has been a notable shift in consumer preferences toward healthier and more natural food choices. This change in dietary habits is one of the primary drivers of the organic dairy market. Consumers are becoming increasingly health-conscious and are seeking products that are free from synthetic hormones, antibiotics, and pesticides. Organic dairy products are perceived as a healthier option as they are produced without the use of these harmful substances. This has led to a growing demand for organic milk, yogurt, cheese, and butter. Organic dairy products are rich in essential nutrients, including vitamins, minerals, and antioxidants. They are also known to have higher levels of beneficial fatty acids, such as omega-3, which contribute to overall well-being. As consumers become more informed about the nutritional benefits of organic dairy, they are willing to pay a premium for these products.

### Environmental sustainability

Concerns about the environmental impact of conventional dairy farming practices have prompted consumers to seek more sustainable alternatives. Organic dairy farming is characterized by practices that prioritize environmental conservation. Organic farms typically use organic feed for livestock, employ rotational grazing techniques, and minimize the use of synthetic chemicals and antibiotics. These practices reduce soil and water pollution, enhance biodiversity, and promote animal welfare. The growing awareness about climate change and the need to reduce carbon footprints have also

played a role in driving the organic dairy market. Organic dairy farming tends to have lower greenhouse gas emissions per unit of milk produced compared to conventional methods. This aligns with the preferences of environmentally conscious consumers who are increasingly choosing organic dairy products as a more sustainable option.

### Regulatory support and certification

Governments and regulatory bodies in many countries have introduced stringent regulations and certification standards for organic farming and dairy production. These standards ensure the authenticity and quality of organic dairy products. The existence of these regulations and certifications provides consumers with confidence in the authenticity of the organic label. The certification process involves rigorous inspections, testing, and compliance with specific criteria, including the use of organic feed, the absence of synthetic chemicals, and adherence to animal welfare standards. This regulatory support and certification have enhanced consumer trust and also encouraged more dairy farmers to transition to organic practices, thereby increasing the availability of organic dairy products in the market.

### Increasing retail availability

Organic dairy products are now more accessible to consumers than ever before. They are no longer confined to specialty health food stores but are widely available in mainstream supermarkets and grocery chains. This increased retail availability has significantly contributed to the growth of the organic dairy market. Supermarkets and grocery stores have recognized the rising demand for organic products and have expanded their organic dairy product offerings. This increased visibility and availability make it easier for consumers to incorporate organic dairy into their daily diets, further fueling market growth.

### Rising disposable incomes

Economic factors also play a crucial role in driving the organic dairy market. As disposable incomes rise in many regions, consumers are more willing to spend on premium products, including organic dairy. Organic dairy products are often priced higher than their conventional counterparts due to the costs associated with organic farming practices. However, consumers with higher incomes are more willing to pay the price premium for perceived health benefits and environmental sustainability. This demographic shift in purchasing power has expanded the consumer base for organic dairy products and contributed to their increasing market demand.

### Organic Dairy Industry Segmentation:

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

### Breakup by Product Type:

Fluid Milk

Yogurt

Cheese

Butter

Cream

Others

Organic fluid milk accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product type. This includes fluid milk, yogurt, cheese, butter, cream, and others. According to the report, organic fluid milk represented the largest segment.

Fluid milk is a fundamental and widely consumed product in the organic dairy market. It encompasses a variety of options such as whole milk, skim milk, and various fat percentages in between. Organic fluid milk is highly adopted by consumers due to its perceived health benefits and absence of synthetic additives. It's often chosen by health-conscious individuals and families looking for a nutritious and wholesome beverage.

Organic yogurt has experienced substantial growth in recent years. Consumers are drawn to organic yogurt for its probiotic content, which is believed to promote digestive health. This segment includes a wide range of yogurt types, from traditional plain and flavored varieties to Greek and plant-based alternatives. Health-conscious consumers, including those seeking alternatives to traditional dairy, drive the demand for organic yogurt. The market also offers lactose-free and vegan-friendly options, expanding its appeal to individuals with dietary restrictions. Brands often focus on incorporating natural flavors and sweeteners in organic yogurt to align with consumer preferences for clean labels and reduced sugar content.

Cheese is a premium product used for its superior taste and quality. This segment

includes a diverse range of cheese types, from cheddar and mozzarella to specialty and artisanal varieties. Organic cheese appeals to consumers looking for natural, additive-free options with rich flavors. The market for organic cheese has witnessed growth, driven by an increasing appreciation for quality and sustainable farming practices. It attracts a wide demographic, including food enthusiasts, cheese connoisseurs, and families seeking healthier snack options. Brands often emphasize the traditional and artisanal production methods used in crafting organic cheese, highlighting the unique and distinct flavors.

Butter is another segment that has gained traction among health-conscious consumers and culinary enthusiasts. It is valued for its rich, creamy texture and pure taste. Organic butter is produced from milk sourced from organic farms, ensuring that it is free from synthetic pesticides and antibiotics.

Cream is a versatile product used in various culinary applications, including sauces, desserts, and coffee. It is appreciated for its richness and purity, making it a preferred choice for enhancing the flavor and texture of dishes.

#### Breakup by Packaging Type:

- Pouches
- Tetra-packs
- Bottles
- Cans
- Others

Pouches holds the largest share in the industry

A detailed breakup and analysis of the market based on the packaging type have also been provided in the report. This includes pouches, tetra-packs, bottles, cans, and others. According to the report, pouches accounted for the largest market share.

Pouches have emerged as a popular packaging choice for organic dairy products due to their convenience and eco-friendliness. Organic dairy products packaged in pouches are typically found in the form of yogurt and liquid milk. Pouches are flexible, lightweight, and easy to handle, making them suitable for on-the-go consumption. They also have a smaller carbon footprint compared to other packaging options, contributing to their appeal among environmentally conscious consumers.

Tetra-packs are widely used for packaging organic dairy products such as milk and fruit-flavored yogurt. These carton-based packages are known for their durability and ability to protect the contents from external factors, such as light and air. Tetra-packs are also recyclable and have a lower environmental impact compared to some other packaging materials, making them appealing to eco-conscious consumers. Tetra-packs are favored for their shelf-stable properties, allowing organic dairy products to have an extended shelf life without the need for refrigeration until they are opened.

Bottles, both glass and plastic, are commonly used for packaging organic dairy products such as milk and flavored drinks. Glass bottles are favored for their eco-friendliness, as they are easily recyclable and do not interact with the product, preserving its taste and quality. Plastic bottles are lightweight and shatter-resistant, making them a practical choice for consumers seeking convenience. Glass bottles have a nostalgic and premium appeal, often associated with traditional and artisanal dairy products. They are preferred by consumers who prioritize sustainability and appreciate the purity of the product without any plastic taste or odor. Glass bottles are often used for premium and specialty organic dairy brands that cater to a niche market.

Cans are less common but gaining traction in the organic dairy market, primarily for dairy-based beverages and some specialty products. Aluminum cans are known for their ability to protect contents from light, oxygen, and external contaminants, preserving the freshness and quality of organic dairy beverages. Cans are particularly popular for organic dairy-based drinks such as iced coffee, lattes, and protein shakes. The on-the-go convenience of cans, along with their ability to keep beverages cold, appeals to consumers seeking refreshment and energy boosts during their daily routines.

#### Breakup by Distribution Channel:

- Supermarkets
- Hypermarkets
- Discount Stores
- Convenience and Grocery Stores
- Organic Specialty Stores
- Online/E-Retailing
- Direct Sales
- Others

Supermarkets represents the leading market segment



A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets, hypermarkets, discount stores, convenience and grocery stores, organic specialty stores, online/e-retailing, direct sales and others. According to the report, supermarkets accounted for the largest market share.

Supermarkets and hypermarkets represent one of the most significant distribution channels for organic dairy products. They offer a wide range of organic dairy items, including milk, yogurt, cheese, and butter, making it convenient for consumers to find these products while doing their regular grocery shopping. The appeal of supermarkets and hypermarkets lies in their vast product selection, competitive pricing, and one-stop shopping experience.

Discount stores have also embraced the organic dairy trend by offering competitively priced organic dairy products. These stores cater to budget-conscious consumers who seek organic options without breaking the bank. Discount stores often source organic dairy products directly from manufacturers or wholesalers and pass on the cost savings to consumers. While their product selection may not be as extensive as that of supermarkets, discount stores provide a cost-effective alternative for those looking to incorporate organic dairy into their diet without a significant financial commitment.

Convenience and grocery stores are neighborhood-focused outlets that offer a selection of organic dairy products to cater to local demand. These smaller stores provide the convenience of quick and easy access to organic milk, yogurt, and other dairy items for consumers who prefer nearby shopping options. They often stock essential organic dairy staples and may also carry locally sourced products, which can resonate with consumers looking to support local farmers and businesses.

Organic specialty stores, also known as health food stores or organic grocers, are dedicated to providing a wide assortment of organic products, including dairy items. These stores are highly regarded by health-conscious consumers who prioritize organic choices and may have specific dietary requirements. Organic specialty stores carry a curated selection of organic dairy brands and products, often emphasizing quality and adherence to stringent organic standards. They are known for their knowledgeable staff who can provide information about the sourcing and benefits of organic dairy products.

Online or e-retailing channel has gained significant prominence in the organic dairy market, especially in recent years. Consumers are increasingly turning to e-commerce platforms to purchase a wide range of organic dairy products. Online retailers offer the

convenience of browsing and ordering organic dairy items from the comfort of one's home, with doorstep delivery options. This distribution channel has expanded the reach of organic dairy brands to consumers in remote areas who may not have access to physical stores with organic selections.

Some organic dairy producers opt for direct sales to consumers, bypassing traditional retail channels. This approach may involve selling products at farmers' markets, through farm stands, or via subscription models where consumers receive regular deliveries of organic dairy items directly from the producer. Direct sales allow producers to establish a closer connection with their consumers, share information about their farming practices, and highlight the uniqueness of their products. It also provides consumers with the assurance of knowing the source of their organic dairy products and supporting local farmers.

#### Breakup by Region:

North America

Europe

Asia Pacific

Latin America

Middle East and Africa

Europe leads the market, accounting for the largest organic dairy market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and Middle East and Africa. According to the report, Europe accounted for the largest market share.

North America is a robust and mature market for organic dairy products. The consumers across the region prioritize health and wellness, driving the demand for organic options. In the United States and Canada, the organic dairy market has seen steady growth, with consumers seeking products free from synthetic additives and hormones. Increased awareness about environmental sustainability and animal welfare further fuels this growth. Leading companies, including those in the United States such as Organic Valley and Horizon Organic, have a significant presence in this region. Regulatory standards are stringent, instilling confidence in consumers about product quality and authenticity.

Europe is a stronghold for organic dairy consumption. The European Union has



comprehensive regulations governing organic farming and dairy production, ensuring product authenticity and quality. Countries like Germany, France, and the United Kingdom have large markets for organic dairy, driven by health-conscious consumers and environmental concerns. The diverse range of organic dairy products, including artisanal cheeses, appeals to European consumers. Strong retail distribution and well-established organic food markets contribute to the region's prominence in the organic dairy sector.

Asia Pacific is an emerging market for organic dairy, fueled by rising disposable incomes and changing dietary preferences. Countries like China and India have witnessed a rise in demand for organic dairy products as consumers become more health-conscious. However, the market is still in its growth phase, and regulatory standards vary across countries, leading to some consumer skepticism. As awareness and infrastructure develop, the Asia Pacific region presents significant growth potential for organic dairy producers.

Latin America is experiencing a growing interest in organic dairy products, driven by increasing consumer awareness and health consciousness. Countries like Brazil and Argentina have emerging markets for organic dairy. The vast agricultural resources of the region make it suitable for organic farming practices.

Middle East and Africa is gradually adopting organic dairy products as consumer awareness about health and sustainability grows. While the market is relatively small compared to other regions, it is expanding as consumers seek healthier options. The MEA region presents opportunities for organic dairy companies to tap into a nascent but growing market.

#### Leading Key Players in the Organic Dairy Industry:

The key players in the market are actively engaged in several strategic initiatives to maintain their competitive edge and meet evolving consumer demands. These initiatives include expanding their product portfolios to offer a wider range of organic dairy products, including yogurt, cheese, and milk alternatives, to cater to diverse consumer preferences. Additionally, they are investing in sustainable and environmentally friendly farming practices to enhance their brand's reputation for responsible production. Many leading companies are also focusing on marketing and promotional activities, emphasizing the health benefits and quality of their organic dairy products to attract health-conscious consumers. Moreover, strategic partnerships and acquisitions are common strategies employed to strengthen market presence and expand into new geographical regions, ensuring they remain at the forefront of the

organic dairy market.

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

Arla Foods A.M.B.A.  
Aurora Organic Dairy  
Organic Valley  
Horizon Organic  
Whole Foods Market  
Kroger

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

March 22, 2022: Organic Valley introduced its latest offerings, premium organic Creamers, in delectable French Vanilla and Sweet Cream variants. These creamers cater to at-home baristas seeking a healthier choice, boasting a 40% reduction in sugar compared to the leading flavored creamer brand. What sets them apart is the absence of artificial ingredients and their lactose-free formulation, making them an excellent addition for those who prioritize quality and health in their coffee rituals.

November 03, 2021: Arla Foods A.M.B.A. has embarked on a significant strategic shift, encapsulated in their Future26 initiative. This pivotal move marks a defining moment for the dairy industry. Future26 signifies Arla's forward-looking approach, aimed at redefining the landscape of dairy products. This comprehensive strategy underscores their commitment to innovation, sustainability, and the evolving preferences of consumers. As Arla Foods navigates the future, this initiative stands as a testament to their dedication to shaping the dairy sector's path forward.

#### Key Questions Answered in This Report

1. What was the size of the global organic dairy market in 2023?
2. What is the expected growth rate of the global organic dairy market during 2024-2032?
3. What are the key factors driving the global organic dairy market?
4. What has been the impact of COVID-19 on the global organic dairy market?
5. What is the breakup of the global organic dairy market based on the product type?

6. What is the breakup of the global organic dairy market based on the packaging type?
7. What is the breakup of the global organic dairy market based on the distribution channel?
8. What are the key regions in the global organic dairy market?
9. Who are the key players/companies in the global organic dairy market?

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