

The European Market for Soya Milk & Non-Dairy Drinks

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Abstracts

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Report Description:

Organic Monitor's report on The European Market for Soya Milk (soymilk) & Non-Dairy Drinks gives the most comprehensive analysis and updated projections on this emerging market. This report gives detailed market & competitive information for soya milk (soymilk), rice drinks, oat drinks and similar products for the leading European countries. Expert analysis and strategic recommendations are provided to existing producers, new entrants and investors.

Key Questions Answered:

Our expert analysis provides answers to the following questions...

- What is the size of the European soya milk & non-dairy drinks market? What is the growth potential?
- What is the market size of soya milk and other product segments?
- What countries have the largest markets for soya milk & dairy alternatives? Which are to show the highest growth?
- What are the factors driving / restraining market growth?
- What product innovations are occurring? What product types are being developed?
- Who are the leading soya milk & non-dairy drink producers in each country?
- What companies are the leading importers and distributors of dairy alternatives?
- Who are the leading retailers of soya milk & dairy alternatives in each country?
- What are the leading brands in each segment? What are the product specifications

and prices?

- What mergers & acquisitions have occurred in the dairy alternatives industry in recent years? What companies have been involved?
- What is the future growth outlook? What product segments are to show the highest growth?
- What are the business opportunities in the soya milk & dairy alternatives industry?
- What recommendations can be given to new entrants, existing producers and investors?

Product Segments

Soya Milk (soymilk) Rice Drinks
Oat Drinks Other Non-Dairy Drinks

Country Coverage

Germany
France
UK
Italy
Spain

Research Highlights:

European sales of soya milk and non-dairy drinks are expanding by over 20% per year. High market growth rates are due to product innovations and burgeoning consumer demand for health beverages.

Initially most consumer demand for soya milk & related products was from Europeans suffering from lactose intolerance, however demand has broadened in recent years. Non-dairy drinks are increasingly bought as healthy alternatives to dairy milk. Manufacturers are focusing on new product development with new launches including soya juice mixes and fresh soya drinks.

Mainstream retailers account for most soya milk sales with over 60% market share. Dairy alternatives are becoming a category in supermarkets with many retailers adding chilled soya milk and rice drinks to their product ranges. The launch of soya milk under retailer private labels is causing a large rise in sales volume in the German and British markets. Supermarket private labels account for almost 60% of all soya milk sales in the

UK.

The German non-dairy drinks market has overtaken the British market to become the largest in Europe. High growth is occurring in the German market partly because of discount stores launching non-dairy drinks under their private labels. A number of new entrants have come into the German market since 2001, causing a large rise in domestic production. New entrants have reduced the share of non-dairy drink imports from 82% in 2001 to about a half in 2005.

The largest market for chilled soya milk is in the UK. The British market has doubled every two years due to the popularity of chilled soya milk as a fresh alternative to dairy milk. Manufacturers and retailers continue to launch new products with private labels competing with manufacturer brands on supermarket shelves.

The fastest growing non-dairy drinks market is in Spain. High growth rates have attracted large food companies to come into the Spanish market and launch soya drinks. Leche Pascual, a leading dairy, has maintained market leadership since its entry in 2002 due to its pricing strategy. New product launches, especially soya juice mixes, characterise the Spanish market.

Research Methodology

This updated report on The European Market for Soya Milk & Non-Dairy Drinks has been predominantly produced by primary research. Interviews were conducted with leading soya milk & dairy alternative manufacturers, distributors and retailers in each country. Information was also gathered from trade & industry associations, industry observers and retailer in-store visits. Secondary research was used to corroborate and verify primary data. Secondary data sources include our proprietary in-house databases, magazines & trade press, company literature and independent databases.

How You Will Benefit From This Report

Since this report provides a comprehensive analysis on the European soya milk & non-dairy drinks market, it is an invaluable resource to executives / organisations looking for information. Expert analysis and strategic insights make the report equally useful to new entrants and companies already active in the dairy alternatives industry.

The report gives a thorough market analysis, enabling the reader to make decisions on business opportunities and market plans. Market information includes market size by

product segments and countries, historic & projected market growth rates, revenue forecasts, market drivers & restraints. Competitive information includes market shares of leading producers / brands, sales breakdown by channels, retailer analysis, profiles of leading companies (producers, importers and retailers). Other information includes supply chain, pricing trends, consumer trends and future outlook.

The report is useful for:

- CEOs and senior managers to assess the business potential of this emerging market and make investment decisions
- Marketing managers & executives to identify marketing opportunities, prospective customers and develop marketing / sales plans
- Business development managers to identify business opportunities, strategic partners and investment openings
- Financial institutions & investors to understand the revenue potential of this emerging industry and make investment decisions
- Advertising & marketing agencies to identify potential partners in this emerging industry and to get a better understanding of consumer behaviour to develop marketing / advertising programmes
- Information and research centre librarians to provide a one-stop information resource on this emerging industry, which is vital for marketing executives, market researchers, product & brand managers, and senior management.

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