

A2 Yogurt Market Forecasts to 2032 – Global Analysis By Product Type (Greek Yogurt, Yogurt Drinks, Frozen Yogurt and Other Product Types), Flavor, Source Type, Application and By Geography

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Abstracts

According to Statistics MRC, the Global A2 Yogurt Market is accounted for \$3.4 billion in 2025 and is expected to reach \$5.9 billion by 2032 growing at a CAGR of 8.4% during the forecast period. A2 yogurt is a type of dairy yogurt made exclusively from the milk of cows that produce only the A2 beta-casein protein, as opposed to the more common A1 protein found in regular milk. This difference in protein composition is believed to make A2 yogurt easier to digest, especially for individuals who experience discomfort from conventional dairy products but are not lactose intolerant. The A2 protein is structurally similar to the casein found in human milk, goat milk, and sheep milk, potentially offering a gentler alternative for sensitive digestive systems. A2 yogurt retains all the nutritional benefits of regular yogurt, including calcium, probiotics, and protein, while reducing the likelihood of bloating or indigestion. It's increasingly popular among health-conscious consumers seeking cleaner, more natural dairy options.

Market Dynamics:

Driver:

Increasing cases of lactose intolerance and sensitivity

The rising prevalence of lactose intolerance and dairy sensitivity is significantly driving the demand for A2 yogurt products. Unlike conventional dairy, A2 yogurt contains only A2 beta-casein protein, which is easier to digest for many individuals. As consumers become more aware of gut health and the importance of choosing digestible dairy

options, A2 yogurt is emerging as a preferred choice. The global shift toward clean-label and health-oriented food products is further supporting this trend. Increased consumer education and awareness campaigns around digestive wellness are accelerating the adoption of A2 dairy solutions.

Restraint:

Limited availability and supply chain challenges

One of the major hurdles in the A2 yogurt market is the restricted supply of A2 milk, which is sourced from specially selected cows that naturally produce only the A2 beta-casein protein. These cattle are less prevalent, making sourcing more complicated and costly. Moreover, supply chain inefficiencies, including inadequate cold storage and limited distribution networks in developing regions, hamper timely product delivery. Transportation bottlenecks and higher production costs due to specific breeding practices also pose challenges. As a result, the scalability and accessibility of A2 yogurt remain constrained in several global markets.

Opportunity:

Rising disposable income and westernized culture

Increasing disposable income, particularly in emerging economies, is enabling consumers to explore premium health food categories such as A2 yogurt. As urbanization spreads and western dietary habits influence food preferences, more consumers are opting for specialized dairy alternatives perceived as healthier. The trend is especially pronounced among younger demographics, who are more open to trying functional and nutrient-dense products. Furthermore, the rise of social media and digital health influencers is helping promote the benefits of A2 yogurt to a broader audience. This combination of economic and cultural factors presents strong growth prospects for market players.

Threat:

Lack of definitive scientific consensus

Despite growing popularity, the market faces scrutiny due to the lack of conclusive scientific consensus around its health benefits. While many consumers report improved digestion, some health professionals remain skeptical, citing insufficient large-scale

clinical studies. This uncertainty may deter health-conscious buyers who rely on evidence-based information for dietary choices. Additionally, the presence of conflicting studies in public discourse may dilute consumer trust. Competitors in the dairy alternative space may also leverage this gap in evidence to promote plant-based products as more reliable solutions.

Covid-19 Impact

The COVID-19 pandemic had a dual effect on the A2 yogurt market, influencing both supply and consumer demand. Initially, disruptions in logistics and dairy farming impacted the production and availability of A2 milk products. However, as health consciousness surged during the pandemic, consumers increasingly turned to functional foods to boost immunity and digestion, including A2 yogurt. The shift toward at-home consumption further favored packaged yogurt drinks and ready-to-eat dairy options. E-commerce growth and digital grocery platforms also played a pivotal role in maintaining product visibility and access during lockdowns. Overall, the crisis highlighted the importance of healthy, digestible nutrition.

The yogurt drinks segment is expected to be the largest during the forecast period

The yogurt drinks segment is expected to account for the largest market share during the forecast period due to their convenience, portability, and growing popularity among health-focused consumers. These products combine digestive benefits with easy consumption, making them ideal for busy lifestyles. As on-the-go nutrition gains traction, yogurt drinks are favored for their quick energy boost and protein content. Flavored and fortified variants further enhance appeal, attracting a broader demographic. Retailers and brands are expanding offerings in this segment to meet rising demand across supermarkets, convenience stores, and online platforms.

The foodservice industry segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the foodservice industry segment is predicted to witness the highest growth rate driven by increasing incorporation into restaurant menus, cafes, and health-focused eateries. As consumers dine out more frequently post-pandemic, there is a growing expectation for healthier and allergen-friendly options. A2 yogurt is gaining traction in smoothies, desserts, and breakfast items within foodservice menus. Partnerships between yogurt producers and foodservice chains are helping to amplify visibility and consumer trial. Moreover, the segment benefits from rising tourism and

hotel industry investments in clean and wholesome food offerings.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share fueled by its deep-rooted dairy consumption culture and growing awareness of lactose intolerance. Countries like India, China, and Australia are witnessing increased interest in A2 dairy due to its perceived digestibility and health benefits. Government-backed initiatives promoting dairy innovation and quality improvements are also contributing to market growth. Additionally, the presence of leading A2 milk producers in this region supports a robust supply chain. Urban population growth and rising disposable incomes further amplify the demand for premium dairy products.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to a surge in health-conscious consumer behavior and growing interest in clean-label foods. The region's highly developed retail infrastructure enables widespread product availability and brand visibility. Additionally, a large portion of the population is actively seeking dairy alternatives due to lactose intolerance or digestive sensitivity. Promotional efforts and collaborations between A2 dairy brands and wellness influencers are enhancing consumer awareness. Innovation in flavor profiles and product formats tailored to local preferences is also driving rapid adoption across the U.S. and Canada.

Key players in the market

Some of the key players profiled in the A2 Yogurt Market include The a2 Milk Company, Amul, Mother Dairy, Nestle S.A., Danone S.A., Epigamia, Aadvik Foods, Niryas, Milky Mist, Param Dairy, General Mills, Inc., Lactalis Corporation, Saputo Inc., Schreiber Foods Inc., Freedom Foods Group Limited, Vinamilk, Erden Creamery Private Limited, Vedaaaz Organics Pvt. Ltd., Ripley Farms and Godrej Jersey.

Key Developments:

In May 2025, Nounos Creamery, renowned for its commitment to authentic, handcrafted Greek yogurt, announced the launch of its latest innovation: A2 Greek Yogurt. This new product line expands Nounos' offerings, providing consumers with the same exceptional taste and texture they love, now crafted from A2 milk. A2 milk contains only the A2 beta-

casein protein, as opposed to the A1 protein found in most conventional milk. Some studies suggest that A2 milk may be easier for some individuals to digest.

In April 2025, MilkLane, the dairy and cattle feed business of Indo-Swiss agritech platform Innoterra, will supply Milky Mist, a South India dairy major, 100,000 litres of premium milk daily for three years in a deal valued at more than Rs 400 crore. The partnership is expected to benefit more than 10,000 farmers by ensuring fair pricing and access to high-nutrition cattle feed solutions.

Product Types Covered:

Greek Yogurt

Yogurt Drinks

Frozen Yogurt

Other Product Types

Flavors Covered:

Plain A2 Yogurt

Flavored A2 Yogurt

Source Types Covered:

Conventional A2 Yogurt

Organic A2 Yogurt

Applications Covered:

Household Consumption

Foodservice Industry

Healthcare Facilities

Educational Institutions

Infant Nutrition

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment

Opportunities, and recommendations)

- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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