

Alcohol Ingredients Market By Ingredient Type (Yeast, Enzymes, Colorants, Flavors & Salts, and Others), By Beverage Type (Beer, Vodka, Rum, Scotch, Gin, Tequila, Others), Wine, Whisky, Brandy, and Others), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The global goat milk powder market achieved a valuation of USD 3.2 billion in 2022 and is poised for robust growth in the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 6.41% through 2028. This growth is driven by the increasing trend of health consciousness among consumers, which is expected to expand significantly across the population. In the present age, there is a growing concern for leading a healthy lifestyle, and consumers are gradually shifting towards healthier eating habits. Goat milk, known for its unique composition and nutritional qualities, is gaining attention. Several bioactive compounds found in goat milk and goat-derived products have shown potential benefits for various chronic conditions, including cardiovascular disease, metabolic disorders, neurological degeneration, and intestinal health. Additionally, goat milk is recommended for newborns, the elderly, and individuals recovering from illnesses due to its potential health advantages. The focus is on the biological activities of goat products and the effects of peptides, lipids, and oligosaccharides found in goat milk on various aspects of human health, including immunological, gastrointestinal, hormonal, and neurological responses.

The field of health and nutrition is evolving with emerging topics like nutrigenomics, which involves using genetics to tailor nutrition recommendations for individuals. This research area aims to understand how our genes respond to nutrients and bioactive compounds, potentially leading to personalized dietary recommendations for disease

prevention and treatment. Adequate preventive nutrition and functional foods, combined with a balanced diet and physical activity, can contribute to reducing the risk of various diseases.

Goat milk stands out for its higher calcium and protein content, essential for growth and overall health. Consumers worldwide are increasingly seeking more nutritious and sustainable food options, favoring fresh and natural products that promote good health. Healthy food categories are on the rise globally, with the younger generation willing to pay a premium for superior items like goat milk.

Key Market Drivers

1. Increased Demand for Lactose-Free and Lower Lactose-Content Products

The global demand for lactose-free and lower lactose-content products is growing, driven by the rising prevalence of lactose intolerance worldwide. Goat milk, with its lower lactose content compared to cow and human milk, is a suitable option for lactose-intolerant individuals, contributing to the demand for goat milk powder.

2. Rising Concerns About Physical Well-Being And Health

Growing consumer interest and concerns about physical well-being are fueling the demand for healthier food choices and nutraceuticals. Goat milk, rich in essential nutrients, is gaining attention as a health-promoting option.

3. Gaining Popularity of Functional Foods

Functional foods, with their potential to provide health benefits beyond basic nutrition, are gaining popularity globally. Goat milk and its derivatives are being recognized as functional food options, further boosting their demand.

Key Market Challenges

1. Supply Chain Vulnerabilities and Quality Control

Ensuring a consistent and high-quality supply of raw goat milk is a significant challenge. The goat milk supply chain is generally less robust than that of cow milk, making it susceptible to disruptions from factors like climate change, disease outbreaks, and supply chain inefficiencies. Maintaining stringent quality control throughout production is

vital to ensure product consistency.

2. Regulatory Complexities and Standards

Navigating the complex regulatory landscape governing dairy products, which varies between countries and regions, can be challenging for market expansion. Compliance with labeling standards and accurate health-related claims is crucial but can be intricate due to differing regulations.

3. Limited Consumer Awareness and Perception

Addressing consumer misconceptions and unfamiliarity with goat milk's taste and smell is essential to expanding the market. Communicating the nutritional benefits and value proposition of goat milk powder is crucial to attract a broader consumer base.

Key Market Trends

1. Growing Number Of Health-Conscious People

Increasing health consciousness among consumers is a driving force for goat milk consumption. Consumers are seeking healthier food choices, and goat milk is perceived as a natural and nutritious option.

2. Growing Demand From Emerging Economies

Middle-income families in the Asia-Pacific (APAC) region are adopting new lifestyles and have higher spending power, contributing to the growth of goat milk product adoption. The APAC region is expected to dominate the goat milk market, particularly in countries like China.

3. Impact of the Internet in Shaping End-User Purchasing Behavior

The influence of digital consumerism on food product sales is growing, with e-commerce platforms offering convenience and accessibility for goat milk products. Online retailing and digital marketing are enhancing the customer experience and expanding market reach.

Segmental Insights

Product Type Insights

Skimmed milk powder is the most widely used type of goat milk powder, with the largest market share and revenue. The demand for skimmed goat milk powder is increasing as consumers seek products with superior nutritional benefits and reduced fat content.

Application Insights

Adults represent the largest market share for goat milk powder, with teenagers exhibiting the highest CAGR during the forecasted period. Goat milk is recommended for various age groups, including newborns, seniors, and those recovering from illnesses due to its potential health benefits.

Sales Channel Insights

Hypermarkets and supermarkets have the largest market share, with the highest CAGR during the forecasted period. Online sales of goat milk products are also growing, driven by digital consumerism and increased internet penetration.

Regional Insights

The Asia-Pacific (APAC) region leads the global goat milk powder market, followed by Europe. China, in particular, contributes significantly to the APAC market due to its rising demand for goat milk newborn formula. Western Europe also has a strong market for goat milk products, especially goat cheese. North America's goat milk consumption is driven by changing consumer preferences for healthier alternatives, lactose intolerance, and a well-developed retail environment.

The goat milk powder market is poised for substantial growth, driven by health-conscious consumers, demand for lactose-free products, and the recognition of goat milk as a functional food option. However, addressing supply chain challenges, navigating regulatory complexities, and raising consumer awareness are essential for sustainable market expansion.

Key Market Players

Dairy Goat Co-Operation

FIT

Goat partners international

Meyenberg

Bai Yue Group

AVH Dairy

Holle

Caprilac

Mt. Capra

Keytone

Report Scope:

In this report, the global Goat Milk Powder market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Goat Milk Powder Market, By Product Type:

Skimmed Powder

Full Cream Powder

Goat Milk Powder Market, By Application:

Infant

Teenager

Adult

Elder

Goat Milk Powder Market, By Sales Channel:

Hypermarkets/Supermarkets

Convenience Stores

Drugs & Pharmacy Stores

Online

Others

Goat Milk Powder Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Goat Milk Powder Market.

Available Customizations:

Global Goat Milk Powder Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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