

# **Asia Pacific Dairy Products Market, By Product Type (Milk, Cheese, Butter, Dairy Desserts, Yogurt, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

Asia Pacific Dairy Products Market was valued at USD 215.87 billion in 2024 and is expected to reach USD 285.12 billion by 2030 with a CAGR of 4.81% during the forecast period. The Asia Pacific dairy products market is experiencing significant growth, fueled by rising health consciousness, urbanization, and shifting dietary preferences toward protein-rich and functional foods. Increasing disposable incomes, expanding middle-class populations, and improved access to refrigeration and cold chain logistics have further supported the demand for dairy products such as milk, yogurt, cheese, and butter. Additionally, the region is witnessing a surge in demand for value-added and fortified dairy items, particularly among younger consumers and health-focused individuals. Local dairy brands are innovating with flavors and formats, while international players continue to expand their presence through strategic partnerships and product diversification.

### Market Drivers

#### Rising Health and Wellness Awareness

One of the most significant drivers of the Asia Pacific dairy products market is the growing emphasis on health and wellness among consumers. With increased awareness about nutrition and its role in overall well-being, consumers are actively

seeking food products that offer functional benefits. Dairy, being a rich source of essential nutrients such as calcium, protein, and vitamins, is seen as a vital part of a balanced diet. In particular, products like low-fat milk, probiotic yogurt, and fortified dairy beverages are witnessing a surge in popularity due to their perceived health advantages. China's domestic dairy production has seen significant growth in recent decades, in line with the rising demand for dairy products. The country's dairy cow population has grown from 5.7 million in 2001 to 7.1 million in 2023. This increase reflects China's efforts to enhance its dairy industry and meet the expanding consumption needs of its population.

The COVID-19 pandemic further accelerated this trend, prompting consumers to adopt healthier lifestyles and make dietary changes to strengthen immunity. This shift in consumer behavior has led to greater demand for dairy products that support digestive health, bone strength, and immune function. As a result, manufacturers are increasingly introducing products enriched with added vitamins, minerals, and probiotics to cater to this health-conscious audience.

## Key Market Challenges

### Lactose Intolerance and Dietary Shifts

A significant challenge facing the Asia Pacific dairy products market is the high prevalence of lactose intolerance among the population. Studies indicate that a large portion of adults in countries such as China, Japan, South Korea, and parts of Southeast Asia have difficulty digesting lactose, the primary sugar found in milk and dairy products. This widespread intolerance restricts the consumption of conventional dairy and poses a hurdle to market growth.

As consumers become more aware of lactose intolerance and its symptoms—such as bloating, discomfort, and indigestion—many are choosing to reduce or eliminate dairy from their diets. This shift is driving the popularity of lactose-free and plant-based alternatives, including soy milk, almond milk, oat milk, and coconut yogurt, which are perceived as gentler on the digestive system and more aligned with vegan or flexitarian lifestyles.

## Key Market Trends

### Surge in Demand for Functional and Fortified Dairy Products

One of the most prominent trends in the Asia Pacific dairy products market is the growing demand for functional and fortified dairy products. Consumers across the region are increasingly seeking products that offer added health benefits beyond basic nutrition. This shift is driven by rising health awareness, especially in the wake of the COVID-19 pandemic, which heightened the focus on immunity, digestive health, and overall wellness.

As a result, dairy producers are introducing products enriched with probiotics, vitamins, minerals, and other functional ingredients. Probiotic yogurts, calcium-fortified milk, and vitamin-enriched dairy beverages are becoming popular among health-conscious consumers, particularly in urban areas. In addition, there is a rising interest in products that support specific health goals such as weight management, bone strength, and gut health.

### Key Market Players

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF)

Yili Group

Nestle SA

Yakult Honsha Co., Ltd.

Meiji Holdings Company, Ltd.

Mother Dairy Fruit & Vegetable Pvt. Ltd.

Dean Foods Company

The Kraft Heinz Company

Bright Dairy & Food Co., Ltd.

Fonterra Co-operative Group Limited

Report Scope:

In this report, the Asia Pacific Dairy Products Market has

been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Asia Pacific Dairy Products Market, By Product Type:

Milk

Cheese

Butter

Dairy Desserts

Yogurt

Others

#### Asia Pacific Dairy Products Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

#### Asia Pacific Dairy Products Market, By Country:

China

Japan

India

South Korea

Australia

Singapore

Indonesia

Rest of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Asia Pacific Dairy Products Market.

Available Customizations:

Asia Pacific Dairy Products Market report with the given market data, TechSci 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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