

# **Adult Milk Powder Market Size, Share, and Outlook, 2025 Report- By Type (Whole Milk Powder, Skim Milk Powder), Age Group (18 to 35 Years, 35 to 55 Years, Above 55 Years), and Companies, 2021-2032**

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## **Abstracts**

### Adult Milk Powder Market Outlook

The global Adult Milk Powder market is expected to register a growth rate of 8.3% during the forecast period from \$9.1 Billion in 2024 to \$17.2 Billion in 2032. The Adult Milk Powder market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Adult Milk Powder segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Whole Milk Powder, Skim Milk Powder), Age Group (18 to 35 Years, 35 to 55 Years, Above 55 Years). Over 70 tables and charts showcase findings from our latest survey report on Adult Milk Powder markets.

### Adult Milk Powder Market Insights, 2025

The adult milk powder market addresses the nutritional needs of adults, particularly aging populations seeking balanced diets enriched with essential vitamins, minerals, and proteins. This segment targets consumers looking to supplement their daily nutrient intake to support bone health, immunity, and overall vitality. Formulations vary from general wellness to specialty powders designed for diabetics, athletes, or individuals with lactose intolerance. Increasing health awareness, rising disposable incomes, and the growing geriatric population underpin market growth. Product innovation includes lactose-free, organic, fortified, and plant-based variants to cater to diverse consumer

preferences. Distribution channels encompass pharmacies, supermarkets, and online platforms, enhancing accessibility. Regulatory frameworks require compliance with stringent nutritional standards and safety protocols, ensuring consumer trust. The market's expansion aligns with global trends in personalized nutrition and preventive healthcare.

## Five Trends that will define global Adult Milk Powder market in 2025 and Beyond

A closer look at the multi-million global market for Adult Milk Powder identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Adult Milk Powder companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Adult Milk Powder industry?

The Adult Milk Powder sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Adult Milk Powder Market Segment Insights

The Adult Milk Powder industry presents strong offers across categories. The analytical report offers forecasts of Adult Milk Powder industry performance across segments and countries. Key segments in the industry include By Type (Whole Milk Powder, Skim Milk Powder), Age Group (18 to 35 Years, 35 to 55 Years, Above 55 Years). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Adult Milk Powder market size outlook is provided for 22 countries across these regions.

## Market Value Chain

The chapter identifies potential companies and their operations across the global Adult Milk Powder industry ecosystem. It assists decision-makers in evaluating global Adult Milk Powder market fundamentals, market dynamics, and disruptive trends across the value chain segments.

## Scenario Analysis and Forecasts

Strategic decision-making in the Adult Milk Powder industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

## Asia Pacific Adult Milk Powder Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

## The State of Europe Adult Milk Powder Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Adult Milk Powder with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Adult Milk Powder market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Adult Milk Powder market Insights Executives are most excited about opportunities for the US Adult Milk Powder industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Adult Milk Powder companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Adult Milk Powder market.

Latin American Adult Milk Powder market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Adult Milk Powder Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Adult Milk Powder markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Adult Milk Powder markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Adult Milk Powder companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the

leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Abbott Laboratories, Able Food Sdn Bhd, Anchor Holdings Inc., Anlene Holdings Inc., Anmum Holdings Inc., Ausino Products Incorporated, Bornholms Andelsmejeri Holdings Inc., County Milk Products Limited, Fasska Corporation, Feihe Holdings Inc., Food Nord Holdings Inc., GMP Corporation, Mallcrop International Limited, Mengniu Dairy Co. Ltd, Mentmore Foods Limited, Murray Goulburn Cooperative Co. Limited, Nestle S.A., R?gilait Holdings Inc., SABIC ZM Limited, Tatura Holdings Limited, Vreugdenhil Dairy Holdings BV, Wondersun Holdings Inc., Yashily Holdings Inc., Yili Group.

## Adult Milk Powder Market Scope

### Leading Segments

#### By Type

Whole Milk Powder

Skim Milk Powder

#### By Age Group

18 to 35 Years

35 to 55 Years

Above 55 Years

### Leading Companies

Abbott Laboratories

Able Food Sdn Bhd

Anchor Holdings Inc.

Anlene Holdings Inc.

Annum Holdings Inc.

Ausino Products Incorporated

Bornholms Andelsmejeri Holdings Inc.

County Milk Products Limited

Fasska Corporation

Feihe Holdings Inc.

Food Nord Holdings Inc.

GMP Corporation

Mallcrop International Limited

Mengniu Dairy Co. Ltd

Mentmore Foods Limited

Murray Goulburn Cooperative Co. Limited

Nestle S.A.

R?gilait Holdings Inc.

SABIC ZM Limited

Tatura Holdings Limited

Vreugdenhil Dairy Holdings BV

Wondersun Holdings Inc.

Yashily Holdings Inc.

Yili Group

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Whole Milk Powder

Skim Milk Powder

By Age Group

**18 TO 35 YEARS**

**35 TO 55 YEARS**

Above 55 Years

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Anlene Holdings Inc.

Annum Holdings Inc.

Ausino Products Incorporated

Bornholms Andelsmejeri Holdings Inc.

County Milk Products Limited

Fasska Corporation

Feihe Holdings Inc.

Food Nord Holdings Inc.

GMP Corporation

Mallcrop International Limited

Mengniu Dairy Co. Ltd  
Mentmore Foods Limited  
Murray Goulburn Cooperative Co. Limited  
Nestle S.A.  
R?gilait Holdings Inc.  
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