

Global Dairy Whiteners Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 125 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The global dairy whiteners market is expected to register a CAGR of 5.5% during the forecast period, 2022-27.

The COVID-19 impact remained favorable for the market. Lack of access, distorted supply chain, and demand for shelf-stabilized food products led consumers to opt for value-added substitutes to traditional foods. As a result, dairy whiteners surfaced as a practical alternative to milk further cornering a significant share of traditional consumers while leveraging convenience. The demand for dairy surged eventually in the post-pandemic era as the consumption of beverages like tea and coffee increased. Moreover, the pandemic also gave the manufacturers to convert surplus milk into value-added products like milk powder, cheese, butter, etc.

The market is mainly driven by the increasing consumption of dairy ingredients, which have excellent whitening ability and come with an added certain quantity of sugar to be readily used for tea or coffee. Besides whitening, dairy whiteners also add mouthfeel and flavor to the beverage they are added to, thereby improving the overall taste of the product.

Dairy whiteners are widely used as a substitute for fluid milk, milk powder, or cream in beverages such as coffee, tea, cocoa, etc. Also, dairy whiteners offer various benefits over regular milk, such as convenience, portability, and others, which in turn, boost the market growth.

Dairy Whiteners Market Trends

Growing Consumption of Tea and Coffee Encourages the Dairy Market Growth

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

The rise in the demand for coffee and tea owing to their health benefits is also propelling the demand for dairy whitener as it offers a number of advantages over regular milk, such as convenience, portability, and long shelf life. Further, the number of workers seeking a convenient and healthy alternative is strengthening the global dairy whitening market. Additionally, in 2021, Americans consumed an average of 2.5 cups of coffee per day. In 2021, U.S. coffee consumption per capita per day remained relatively close to 3 cups. Hence, the rising number in the per capita consumption of coffee offers a lucrative growth for the dairy whitener in the country owing to ease of convenience.

Asia-Pacific Holds the Largest Market Share in the Dairy Whitener Market

The Asia-Pacific accounts for the largest share in the global dairy whitener market, owing to the high milk consumption of milk and other dairy-based products in the region. The countries majorly dominating the region's market includes China, India, and Japan. Also, other factors such as steadily rising population and rapid urbanization have contributed to the significant growth of the market in the region. Besides, favorable government initiatives have boosted the country's market. On the other hand, Europe and North America are anticipated to gain a major share in the dairy whiteners market during the forecast period owing to the presence of several prominent market players in the region and rising consumption of tea and coffee, and the increasing demand for dairy whitener products with high shelf-life is also expected to increase the demand for dairy whitener products in both region during the forecast period.

Dairy Whiteners Market Competitor Analysis

The global market for dairy whiteners is consolidated, owing to the presence of a few numbers of large players. Emphasis is given to the merger, expansion, acquisition, and partnership of the companies along with new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. The major players dominating the market includes Gujarat Cooperative Milk Marketing Federation Ltd, Nestle SA, Britannia Industries Ltd, and Mother Dairy Fruit & Vegetable Private Limited.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Distribution Channel

- 5.1.1 Supermarket/Hypermarket
- 5.1.2 Convenience Stores
- 5.1.3 Online Retail Stores
- 5.1.4 Other Distribution Channels

5.2 Geography

5.2.1 North America

- 5.2.1.1 United States
- 5.2.1.2 Canada
- 5.2.1.3 Mexico
- 5.2.1.4 Rest of North America

5.2.2 Europe

- 5.2.2.1 United Kingdom
- 5.2.2.2 Germany
- 5.2.2.3 France
- 5.2.2.4 Russia
- 5.2.2.5 Italy
- 5.2.2.6 Spain
- 5.2.2.7 Rest of Europe

5.2.3 Asia-Pacific

- 5.2.3.1 India
- 5.2.3.2 China
- 5.2.3.3 Japan
- 5.2.3.4 Australia
- 5.2.3.5 Rest of Asia-Pacific

5.2.4 South America

- 5.2.4.1 Brazil
- 5.2.4.2 Argentina
- 5.2.4.3 Rest of South America

5.2.5 Middle-East

- 5.2.5.1 South Africa
- 5.2.5.2 Saudi Arabia
- 5.2.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

6.1 Most Active Companies

6.2 Most Adopted Strategies

6.3 Market Share Analysis

6.4 Company Profiles

- 6.4.1 Gujarat Cooperative Milk Marketing Federation Ltd.
- 6.4.2 Nestle SA
- 6.4.3 Britannia Industries Ltd.
- 6.4.4 Mother Dairy Fruit & Vegetable Private Limited

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.4.5 Nutshell (Poldermill)
- 6.4.6 Hatsun Agro Products Ltd
- 6.4.7 Lulu International Group
- 6.4.8 Groupe Lactalis
- 6.4.9 AR Dairy Food Pvt Ltd

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Global Dairy Whiteners Market - Growth, Trends, Covid-19 Impact, and Forecasts
(2023 - 2028)**

Market Report | 2023-01-23 | 125 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

