

Fluid Milk Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-07-05 | 142 pages | IMARC Group

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Report description:

Market Overview:

The global fluid milk market size reached US\$ 181.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 205.7 Billion by 2028, exhibiting a growth rate (CAGR) of 2.22% during 2023-2028.

Fluid milk, or beverage milk, represents a staple food for the majority of consumers, particularly in developing nations, such as India and China. There are various operations performed for processing beverage milk, namely standardization, homogenization, pasteurization, and fortification with vitamins A and D. It is highly nutritious and is rich in energy, carbohydrates, fats, proteins, vitamins, minerals, and minor biological proteins and enzymes. As a result, fluid milk offers myriad health benefits, including increased bone strength, a stronger immune system, and the prevention of various illnesses, such as hypertension, dental decay, dehydration, respiratory problems, obesity, osteoporosis, and some forms of cancer. There are different commercial variants of fluid milk available in the market, including fat-free, reduced fat, whole, and organic milk.

Fluid Milk Market Trends:

The dairy industry has been developing specialty fluid milk beverages to cater to the diverse nutritional needs of consumers across the globe. Lactose-reduced and lactose-free milk and acidophilus milk are produced for consumers with lactose intolerance (maldigestion). The widespread and easy availability of these products is majorly fueling the growth of the market. Other than this, increasing population, rising disposable incomes, changing eating habits and the escalating demand from developing regions are further supporting the market growth. Moreover, rapid advancements and innovations across the dairy chain and consistent emphasis on research and development (R&D), the establishment of strong brand images, and the adoption of improved marketing strategies by leading players are broadening the growth aspects of the market. Furthermore, growing health consciousness amongst consumers has prompted manufacturers to expand the production of fat-free and organic product variants across the globe, which is creating a positive outlook for the market.

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Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global fluid milk market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on type, packaging material and distribution channel.

Breakup by Type:

- Whole
- Reduced Fat
- Low Fat
- Fat Free
- Organic
- Others

Breakup by Packaging Material:

- Paper
- Plastic
- Glass
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Food Stores
- Online Retail
- Others

Breakup by Region:

- Asia
- European Union
- North America
- Eastern Europe
- Latin America
- Oceania
- Others

Competitive Landscape:

The competitive landscape of the industry has also been examined, along with the profiles of the key players. Some of these players include Lactalis International, Nestle S.A., Fonterra Co-operative Group Limited, Royal FrieslandCampina N.V., Danone S.A., Dairy Farmers of America Inc., Arla Foods amba, Dean Foods Company, DMK Deutsches Milchkontor GmbH, Saputo Inc., Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF) and Yili Group.

Key Questions Answered in This Report

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1. What was the size of the global fluid milk market in 2022?
2. What is the expected growth rate of the global fluid milk market during 2023-2028?
3. What has been the impact of COVID-19 on the global fluid milk market?
4. What are the key factors driving the global fluid milk market?
5. What is the breakup of the global fluid milk market based on the type?
6. What is the breakup of the global fluid milk market based on the packaging material?
7. What is the breakup of the global fluid milk market based on the distribution channel?
8. What are the key regions in the global fluid milk market?
9. Who are the key players/companies in the global fluid milk market?

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