

**Cultured Buttermilk Market By Form (Liquid, Powder), By Application (Bakery, Confectionery, Dairy, Beverages, Others), By Distribution channel (Business to business, Business to consumer): Global Opportunity Analysis and Industry Forecast, 2021-2031**

Market Report | 2022-10-01 | 310 pages | Allied Market Research

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**Report description:**

The cultured buttermilk market was valued at \$1,377.5 million in 2021, and is projected to reach \$2,113.4 million by 2031, registering a CAGR of 4.4% from 2022 to 2031. The bakery segment was the highest revenue contributor to the market, with \$397.3 million in 2021, and is estimated to reach \$600.5 million by 2031, with a CAGR of 4.2%. Culture buttermilk is fermented milk. Cultured buttermilk is milk that has been pasteurized and homogenized. The cultured buttermilk has an aromatic, slightly acidic taste with a viscous texture making it look attractive to consumers. The most common bacterial strains used for fermentation process are Lactobacillus and Bifidobacterium. During the conversion process, various substances are released such as diacetyl, acetic acid, and acetaldehyde, which helps to impart characteristic taste and aroma to the products. During fermentation process of kefir and koumiss, ethyl alcohol is also produced. These fermented dairy products not only impart taste but also provides texture and consistency to certain products such as dips and sauces.

Cultured buttermilk offers medical benefits such as lowering cholesterol and protects against bone loss. It also cures digestion issues and also works as a cooling agent. The cultured buttermilk with its health-promoting and anti-infection properties is highly recommended by doctors to the aged, the sick, and even nursing mothers.

Fermented milk and buttermilk products are also considered to have anti-carcinogenic effect, which may protect against certain cancers. Apart from health benefits, fermentation process helps to prolong the shelf life of dairy products and enhances their taste and aroma. Hence, versatile properties exhibited by fermented dairy products is attributed to the significant growth of the market.

Rise in number of product launches is also anticipated to drive the cultured buttermilk market during the forecast period.

Development of new products with improved taste and versatility, along with high marketing support, has led to the launch of several new products in the recent past. Kefir drinks in organic fruit flavors, non-Greek yogurt products, single serve cups of

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cottage cheese in various fruit flavors, and protein kefir are some of the products launched in the past few years by major industry players. With the launch of several new products during the culture buttermilk market forecast period, the market outlook is expected to be positive.

The global cultured buttermilk market is categorized into form, end use, sales channel and region. By Form, it is classified into liquid and powder. on the basis of application, it is fragmented into bakery, confectionery, beverages, dairy, and others. Based on the distribution channel, the market is segmented into business-to-business and business-to-consumer. Region wise, the market is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, Belgium, Netherland, Russia, and rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, Thailand, Indonesia, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, South Africa, Saudi Arabia, Chile, and Rest of LAMEA).

The key players profiled in this report include All American Foods, BV Dairy, Crystal Creamery, Daylesford Organic Limited, Jess's Ladies Organic Farm Milk, Longley Farm, Producers Dairy, SacoFoods, and St David Dairy Pty Ltd.□

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the cultured buttermilk market analysis from 2021 to 2031 to identify the prevailing cultured buttermilk market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the cultured buttermilk market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global cultured buttermilk market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Application

- Bakery
- Confectionery
- Dairy
- Beverages
- Others

##### By Form

- Liquid
- Powder

##### By Distribution channel

- Business to business
- Business to consumer
- sub type
- Hypermarkets and supermarkets
- Specialty Stores
- Others

##### By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany

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- Spain
- Rest Of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Thailand
- Indonesia
- Rest Of Asia-Pacific
- LAMEA
- Brazil
- Argentina
- UAE
- Saudi Arabia
- Chile
- Algeria
- South Africa
- Rest Of LAMEA
- Key Market Players
- LUPICIA CO., LTD
- COFCO
- Teasenz
- CALIFORNIA TEA HOUSE
- Panella Foods and Beverages Private Limited
- Bettys and Taylors Group Ltd
- FMS Consumer Products Pvt Ltd
- Bharat Group
- VAHDAM
- Stash Tea

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