



## **MARKET INTELLIGENCE UPDATES FOR DAIRY PRODUCTS**

### **FUTURE PROSPECTS UNTIL 2020 IN EMERGING MARKETS**

Considering that until 2020, emerging markets as a whole will account for three-quarters of dairy market growth, exporters bent on substantial revenue growth need to seriously consider serving these markets. Value-added dairy products that offer health benefits (such as infant formula and flavored and fortified milks) are in particular demand among Chinese consumers. Although the Chinese have not traditionally been big cheese consumers, consumption is growing in food service, thanks to pizza and burgers. But China's dairy market remains predominantly ambient, as its cold-chain networks have limited reach. Foreign player could gain a foothold here by playing up their brand strength and reputation for quality an unparalleled advantage to resonate with consumers in the light of recent health scandals.

### **US DAIRY INDUSTRY SUFFERING AS AMERICANS CONSUME LESS MILK**

America has fallen out of love with drinking milk, as lower-calorie options have proliferated and people are substituting for milk cartons. Americans each drank an estimated 146 lb. of fluid milk—a category that includes products from skim to cream—it's down 26% just since 2000. Due to this much of the 20th century, milk was a simple part of daily life in the U.S., But those days are fading Borden Dairy, one of the major milk processor, that it is filing for bankruptcy protection. Borden, which said it was impacted by market challenges facing the dairy industry, follows Dean Foods, America's largest milk

producer, which filed for bankruptcy protection in November. Hence the changing food habits is affecting major milk producers as well a demand for Dairy products overall. This could be worrying signs for Indian exporters, since USA being major export destination for Indian dairy products.

## UAE DAIRY INDUSTRY REMAINS VIBRANT

There hasn't been a drop off in demand in the dairy industry. The vitamins sourced from milk, Laban and our various products are vital. The UAE market remains vibrant, with consumers young and old benefiting from naturally produced dairy goods. The population is growing in the UAE, with more and people coming to the UAE, especially Dubai, because life here is easy and safe, and people don't pay taxes. So it's attractive for people to come here and that more will consume dairy products, especially families. Considering thee future prospect there Is a large potential untapped market here for Indian exporters.