Global Fermented Milk Market Information: by Type (Viscous, Fluid and others), by Distribution Channel (Store Based and Non-Store Based) and Region Forecast till 2023

Market Synopsis of Fermented Milk Market

Market Definition

Fermentation of milk involves adding lactic acid bacteria such as Lactobacillus to dairy products which increases the shelf life of the product, enhances the taste and improves the digestibility of milk. Fermentation process is facilitated by adding a number of bacteria such as Lactobacillus, Lactococcus, and Leuconostoc which break down milk proteins and milk lactose making it available to lactose-intolerant consumers. Moreover, fermented milk helps to reduce blood pressure, cholesterol and prevent cancer from growing. Additionally, it is used in cosmetic industry for ailments against canker sores, sunburn, skin ulcers, vaginitis, and wrinkled skin.

Market Scenario

Fermented milk products includes dairy products such as yogurt, kefir, cheese, sour cream and many more. These fermented milk products include various benefits such as enhanced digestibility, new and unique flavor, added probiotics, vitamins, minerals and preservatives that extend the shelf life of the product. Moreover, it is gaining popularity among health conscious consumers owing to its health beneficial attributes. Additionally, it is also applicable in cosmetics for canker sores, sunburn, skin ulcers, vaginitis, and wrinkled skin which is adding fuel to the growth of fermented milk market.

Continuous focus on R&D is increasing the application of fermented milk in various product line which is boosting the growth of this market. Moreover, escalating demand for dairy products with longer shelf life is supporting the growth of fermented milk market. However, intense competition in developed countries may hamper the market growth of fermented milk. U.K., Italy, Spain, Belgium and the Netherlands are major importers of fermented milk.

Intended Audience

- Dairy industry
- Cosmetic industry
- Food and Beverage industry
- Retailers, wholesalers and distributors
- Traders, importers and exporters

Key Findings

- Italy is the major importer of yogurt followed by Spain.
- Germany, France, Saudi Arabia, Belgium and Spain are the major exporters in the fermented milk market.

Segments

Fermented milk is segmented on the basis of types into viscous, fluid and others. Viscous type may include cheese, sour cream, yogurt, kefir and others. Among all, yogurt and its products are responsible for the maximum market share. Kefir is gaining popularity due to health benefits associated with kefir grain, which is the source of this product. Whereas, in fluid type, buttermilk is driving the market growth of fermented milk as compared to other products.
Based on the distribution channel, it is segmented into store-based and non-store based. Store-based distribution channel dominates the market owing to the consumer inclination toward convenience of a one-stop shopping experience.

Regional Analysis
The global fermented milk market is segmented into North America, Europe, Asia Pacific and the rest of the world (RoW). Asia Pacific is dominating the market followed by North America. India and China being the highest milk-producing countries are driving the growth of Asia Pacific fermented milk market. Moreover, changing consumption pattern followed by increasing health awareness among the population is adding fuel to the growth of fermented milk in this region. With the changing lifestyle of consumers, the health consciousness in them is increasing, which in turn, is driving the fermented milk market in North America.

Moreover, Europe is experiencing steady growth based on increasing awareness for healthy and nutritious fermented milk products and technological advancements leading to innovations. Furthermore, owing to its increasing application in various industries, it is expected to achieve growth in other parts of global market.

Key Players
Some of the key players profiled in the global fermented milk market are Danone (France), Nestle (Switzerland), General Mills Inc (U.S.), Lifeway Foods, Inc. (U.S.), Valio Ltd. (Finland), Mother Dairy Fruit & Vegetable Pvt. Ltd. (India), Morinaga Milk Industry Co., Ltd (Japan)

The global fermented milk market is segmented under the following regions

North America
- U.S.
- Canada
- Mexico

Europe
- Germany
- France
- Italy
- Spain
- U.K.
- Rest of Europe

Asia Pacific
- China
- India
- Australia
- Japan
- Rest of Asia Pacific

Rest of the world
- Brazil
- Argentina
- South Africa
- Others

The report for Global Fermented milk market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.
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