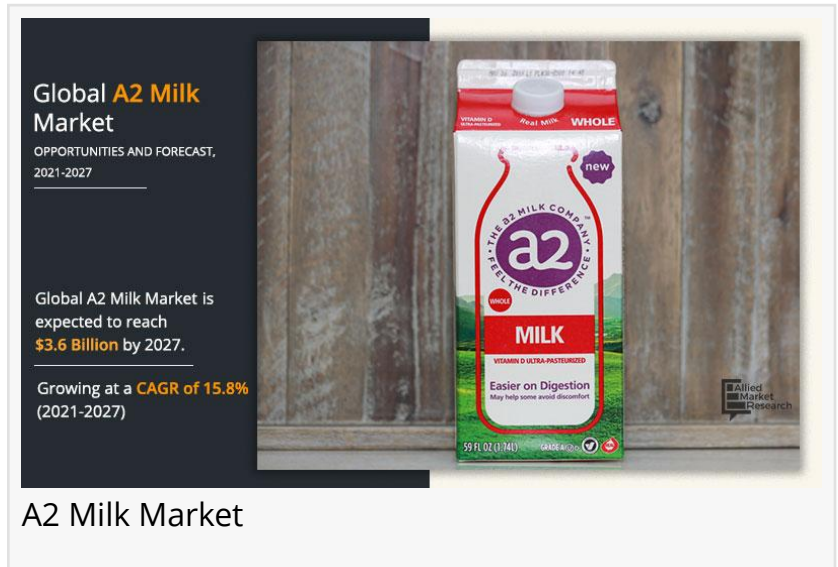


A2 Milk Market is Expected to Exceed Value of \$3,699.2 million by the End of 2027 | VINAMILK, TAW RIVER DAIRY

Rise in consumer demand for health and wellness products, increase in application of a2 milk in infant formula

PORTLAND, OR, US, October 23, 2023 /EINPresswire.com/ -- [A2 milk Market](#) by Form (Liquid and Powder), Packaging Form (Carton, Bottle and Others), and Distribution Channel (Supermarket & Hypermarket, Grocery & Convenience Stores, Online Retail and Others): Global Opportunity Analysis and Industry Forecast, 2021-2027. The global a2 milk market was valued at \$1,129.7 million in 2019, and is projected to reach \$ 3,699.2 million by 2027, registering a CAGR of 15.8% from 2021 to 2027.



A2 Milk Market

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A large portion of the population has difficulty digesting dairy and dairy products. This is due to the presence of a1 beta casein protein in the milk. Hence, the consumption of dairy products experienced a decline in the recent past owing to several health-related concerns. However, a2 milk is regarded as a type of milk that is easier to digest and arguably does not cause any digestive disorders among consumers with lactose intolerance.

Key players:

The key players operating in the a2 milk industry include GCMF (Amul), Erden Creamery Private Limited, Freedom Foods Group Limited, Lion Dairy & Drinks, Provilac Dairy Farms Pvt. Ltd., Ripley Farms LLC, Taw River Dairy, The a2 Milk Company Limited, Urban Farms Milk and Vinamilk.

Rise in consumer demand for health and wellness products, increase in application of a2 milk in infant formula, and surge in the prevalence of lactose intolerance cases drive the growth of the

global A2 milk market. On the other hand, high price compared to conventional milk impedes the growth to some extent. However, diversity in a2 milk products is expected to pave the way for lucrative opportunities in the industry.

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On the basis of form, the liquid a2 milk category accounted for the maximum share in the global a2 milk market in 2019. Liquid a2 milk is most owing to its high rate of consumption and convenience. Consumers prefer fresh milk for direct consumption since it offers important nutrients required by humans, including proteins, calcium and vitamins. However, the powder a2 milk segment is expected to grow at a higher CAGR during the forecast period.

On the basis of packaging form, the carton segment accounted for the maximum share in the global a2 milk market in 2019. Cartons enable to provide a longer shelf life to the product, incur lower transport costs and are also convenient and safer to use for consumers. Thus, owing to this growing preference and propelling consumption, the carton segment accounted for a higher value share in the global a2 milk market size and is anticipated to retain its position during the forecast period.

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Based on geography, Asia-Pacific held the major share in 2019, garnering nearly two-fifths of the global A2 milk market. Simultaneously, the market across North America would exhibit the fastest CAGR of 16.9% by 2027. The other two provinces discussed in the report include Europe and LAMEA.

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Based on distribution channel, the supermarket & hypermarket segment contributed to more than one-third of the total market revenue in 2019, and is expected to lead the trail by 2027. The online retail segment, on the other hand, would grow at the fastest CAGR of 16.5% from 2021 to 2027.

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By form, the liquid segment was the highest contributor to the market, with \$849.5 million in 2019, and is estimated to reach \$2,754.30 million by 2027, at a CAGR of 15.7% during the forecast period.

By packaging form, the carton segment was the highest contributor to the a2 milk market with \$603.7 million in 2019, and is estimated to reach \$2,009.90 million by 2027, at a CAGR of 16.1% during the forecast period.

By distribution channel, the supermarket & hypermarket segment the supermarket & hypermarket segment was the highest contributor to the market, with \$401.4 million in 2019. However, the online retail segment is anticipated to grow at the highest CAGR.

In 2019, Asia-Pacific region was the most prominent market however North America region is expected to grow at a significant CAGR throughout the forecast period.

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David Correa

Allied Market Research

+1 800-792-5285

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