

Fortified Dairy Products Market To Surpass US\$ 56 Billion By 2026

The demand for the Fortified Dairy Products Market is led by the US, UK, India, and China.

ROCKVILLE, MD, UNITED STATES, October 30, 2023 /EINPresswire.com/ -- In 2018, Nestle USA introduced the Nesquik-SuperBreakfast, a protein-rich milk drink. This addition significantly contributed to the company's revenue growth by expanding its fortified dairy product portfolio in the market.

The [fortified dairy products market size](#) has recently seen a surge in the introduction of a wide variety of dairy items. In addition to traditional dairy products, creamy offerings like yogurt, cheese, cream cheese, fromage frais, milkshakes, and flavored milk have gained significant popularity. The growing consumer enthusiasm for health-conscious foods is driving increased sales of popular dairy items, particularly yogurts.

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Fortified Dairy Products in the Packaged Food Industry: A Growing Demand

The packaged food industry plays a vital role in sustaining the demand for cheese, soft cheese, and similar products. When it comes to fortification, dairy-based cream products stand out as the easier and more suitable option due to their high viscosity, which prevents sedimentation, unlike liquid (beverage) products. This unique characteristic is expected to drive the demand for fortified dairy products.

Furthermore, flavored milk has rapidly gained popularity among consumers due to its exceptional taste and flavor. This surge in interest has led to increased consumption of fortified dairy products. These factors combined are poised to fuel the growth of the fortified dairy products market in the next five years.

Explosive Growth Expected in the Sales of Vitamins Segment in Fortified Dairy Products Market, While Minerals Set to Rapidly Gain Ground

In the global fortified dairy products market, vitamins have been the leading revenue-generating segment, with their sales contributing more than half of the market share. This dominant position is a result of increased demand from populations deficient in vitamins.

However, in the coming years, the minerals segment is projected to experience robust growth due to their critical role as essential micronutrients in fortified dairy products.

Fortification of Milk and Dairy Products Gains Momentum

Manufacturers and experts emphasize that milk and dairy products present a convenient avenue for fortification compared to many other food items. The documented success of fortified dairy products in mitigating nutrient deficiencies is expected to sustain revenue growth.

Dairy products, renowned for their calcium content, have featured popular fortified variants like milk in the market for several years.

With its abundant reserves of calcium, vitamin D, potassium, and magnesium, milk retains its status as a highly recommended dietary choice for consumers of all age groups, which is anticipated to drive the demand for fortified dairy products in the upcoming forecast period.

Unlocking the Potential: Asia's Emerging Markets Set to Drive Growth in the Fortified Dairy Products Industry

The World Health Organization (WHO) and the Food and Agricultural Organization (FAO) have jointly recognized food fortification as a crucial strategy in the global fight against malnutrition, especially prevalent in underdeveloped regions of developing countries. This concerted effort has led to an increased demand for fortified dairy products.

Furthermore, a growing awareness among consumers regarding the health benefits of dairy product consumption has resulted in higher expenditures on fortified foods, further propelling sales within the fortified dairy products market. India and Japan, in particular, are poised to offer promising growth prospects for fortified dairy products in the near future. The Asia-Pacific and Emerging Markets (APEJ) region is expected to maintain its position as the largest market for fortified dairy products, sustaining strong growth throughout the forecast period.

Additionally, the Middle Eastern market is set to experience substantial revenue growth, driven by favorable regulations aimed at combating malnutrition and the rapidly increasing awareness of fortified dairy products among the population. Meanwhile, the African market for fortified dairy products is projected to steadily advance in the coming years.

Key Trends:

- **Rising Health Consciousness:** Increasing consumer awareness of the health benefits associated with fortified dairy products is a significant trend. Consumers are actively seeking products enriched with vitamins, minerals, probiotics, and other functional ingredients.
- **Plant-Based Alternatives:** Plant-based fortified dairy products, such as almond and soy milk fortified with vitamins and minerals, are gaining popularity among consumers who are lactose intolerant or prefer plant-based options.
- **Clean Label Products:** Consumers are looking for clean-label products with minimal additives and preservatives. Manufacturers are responding by offering fortified dairy products with cleaner and simpler ingredient lists.
- **Innovative Packaging:** Creative and convenient packaging solutions, such as single-serve portions and resealable containers, are becoming more common in the fortified dairy product market, catering to on-the-go consumers.
- **Customization and Personalization:** Brands are offering customization options, allowing consumers to personalize their fortified dairy products by choosing specific nutrients or flavors. This trend caters to individual preferences and dietary needs.
- **Sustainability:** Sustainable practices in dairy production, including ethical sourcing of milk and eco-friendly packaging, are gaining importance. Consumers are increasingly looking for products with a reduced environmental impact.
- **Online Retail and E-Commerce:** The growth of online retail and e-commerce platforms has made it easier for consumers to access a wide variety of fortified dairy products, driving market growth and expanding distribution channels.
- **Global Expansion:** Market leaders are expanding their presence into emerging markets, such as Asia and Latin America, where there is a growing demand for fortified dairy products.
- **Product Innovation:** Ongoing research and development efforts are leading to innovative product offerings, such as fortified yogurt, cheese, and kefir, providing consumers with diverse options for incorporating fortified dairy into their diets.

- Regulatory Compliance: Compliance with strict food safety and labeling regulations is crucial. Manufacturers are focusing on meeting these standards to gain consumer trust and market credibility.

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Strengthening Product Portfolios Becomes Essential in the Dairy Industry

Market leaders in the fortified dairy products sector, including Nestle SA, BASF SE, and Danone SA, have been vigorously expanding their product portfolios across promising markets like the United States, India, China, Germany, and more.

In a bid to innovate and discover new applications for fortified dairy products, these companies are heavily investing in research and development. Their aim is to bolster their product portfolios by introducing novel fortified dairy items, such as breakfast milk drinks and flavored protein milk beverages.

A prime example of this strategy is evident in Nestle USA's 2018 launch of the Nesquik-SuperBreakfast protein-rich milk drink. This innovative product has significantly contributed to Nestle USA's revenue growth, showcasing the power of enriched dairy offerings in the market.

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