

A2 Milk Market is Projected to Showcase Significant Growth by 2027 | VINAMILK, ERDEN CREAMERY PRIVATE LIMITED

A2 milk beverage offers a variety of advantages compared to conventional dairy milk. It is free from antibiotics, hormones.

PORTLAND, OR, US, November 10, 2023 /EINPresswire.com/ -- 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.

This has led to innovation in the field of

[A2 Milk Market](#) trends that drives the

market growth. Furthermore, a2 milk

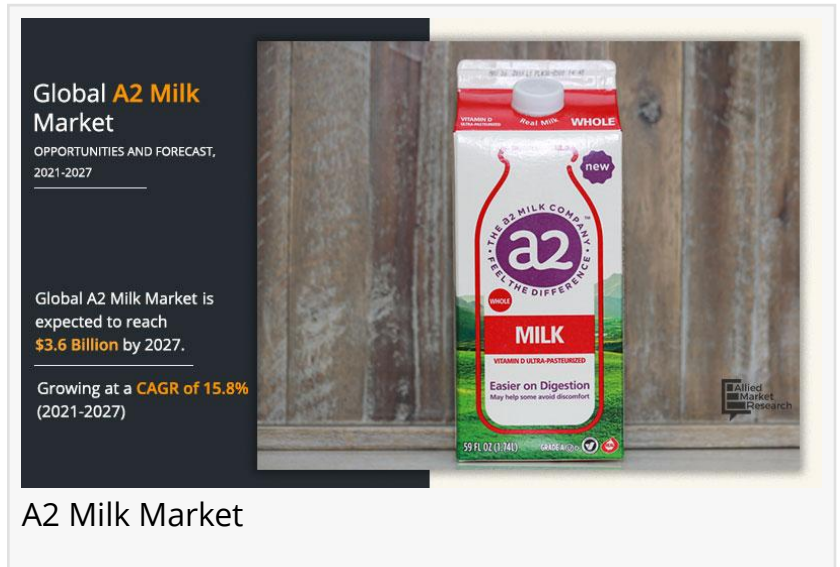
powder has huge potential applications in the food & beverage industry, including confectionery, ice creams, yogurt, flavored milk/beverages, among others. However, the fluctuations of milk prices and comparatively high prices of a2 milk as compared to conventional milk are expected to hinder the a2 milk market growth.

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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.

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On the basis of region, Asia-Pacific was the prominent market for a2 milk in 2019. This can be attributed to the tremendous popularity and substantial consumption of a2 milk beverage in the region. Furthermore, the availability of cow breeds that produce a2 milk is abundant in the



region. However, the North America region is expected to witness a significant CAGR during the a2 milk market forecast period, owing to rapid demand and acceptance of a2 milk beverages as a result of high consumer spending, lactose intolerance among large population and growing health consciousness.

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<https://www.alliedmarketresearch.com/checkout-final/17a8f4d9bd9adb7f82c62f34f964e7b0>

On the basis of distribution channel, the supermarket & hypermarket segment accounted for the maximum a2 milk market share in 2019. Supermarkets & hypermarkets provide high visibility and attractive assortment of plant-based products to consumers. This enables them to discover new variety and understand the labels and differentiate better among products. Furthermore, supermarket chains are one of the highest visited stores for purchasing grocery items. Hence, this factor is expected to boost the sales of a2 milk in the market. However, the online retail segment is anticipated to grow at the highest CAGR during the forecast period.

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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.

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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 he 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.

a2 milk powder has huge potential applications in the food & beverage industry, including confectionery, ice creams, yogurt, flavored milk/beverages, among others. However, the fluctuations of milk prices and comparatively high prices of a2 milk as compared to conventional milk are expected to hinder the a2 milk market growth.

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