

Organic Milk Market is Estimated to Witness High Growth Owing to Rising Health Consciousness Among Consumers

Organic milk is referred to the milk from livestock, which are raised through organic farming methods. Livestock are fed with organic feed

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/EINPresswire.com/ -- Market Overview:

Organic milk is produced from livestock that are fed organic and chemical-free feed. Organic milk provides various health benefits such as lower cholesterol levels, fewer allergies, and reduced cancer risk. It is widely used in households for drinking and cooking purposes.



Market Dynamics:

The organic milk market is witnessing high growth due to rising health consciousness among consumers around the world. Consumers are increasingly preferring organic milk over conventional milk as it contains no added hormones, antibiotics, and is produced without utilizing pesticides or fertilizers. Additionally, growing awareness about the harmful effects of consuming milk containing chemical residues is also fueling the demand for organic milk globally. Furthermore, the increasing disposable income has led consumers to spend more on organic food products like organic milk, which is promoting market growth. However, the high cost of organic milk compared to conventional milk may restraint its adoption to some extent during the forecast period.

Rising health consciousness among consumers

The demand for organic milk is growing rapidly owing to the rising health consciousness among consumers across the globe. People are becoming more aware of the ill effects of consuming milk containing growth hormones, antibiotics and chemical fertilizers. They want milk that is naturally produced without any artificial processing. This is driving many consumers to switch to organic milk as they believe it to be healthier and more nutritious compared to conventional milk. The clean label and chemical-free nature of organic milk gives consumers a peace of mind regarding what they are consuming.

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Key Players Covered In This Report:

Groupe Danone, Organic Valley, Organic Milk Suppliers Cooperative (OMSCo), Fonterra Cooperative Group Limited, Arla Foods Amba, Agropur Dairy Cooperative, Clover Stornetta Farms, Inc., and Shamrock Foods Company, among others.

Market Segmentation

By product type

- Standard Organic Milk
- Fat-Free Organic Milk
- Low Fat Organic Milk
- Others

By the distribution channel

- Hypermarkets
- Supermarkets
- Convenience Stores
- Online Stores
- Others

Key Region/Countries are Classified as Follows:

The following section of the report offers valuable insights into different regions and the key players operating within each of them. To assess the growth of a specific region or country, economic, social, environmental, technological, and political factors have been carefully considered.

The section also provides readers with revenue and sales data for each region and country, gathered through comprehensive research. This information is intended to assist readers in

determining the potential value of an investment in a particular region.

- North America (United States, Canada, and Mexico)
- Europe (Germany, France, UK, Russia, and Italy)
- Asia-Pacific (China, Japan, Korea, India, and Southeast Asia)
- Latin America (Brazil, Argentina, Colombia,.)
- The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, and South Africa)

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Increasing disposable incomes

With rising incomes, people are willing to pay more for products they perceive as healthier even if organic milk is slightly costlier than conventional milk. Growth in dual income households and expanding middle class globally have lifted disposable incomes of consumers. They are now able to spend more on premium products like organic milk and don't mind paying a slight premium for organic attributes and quality. Higher affordability has worked as a key driver boosting demand for organic milk in both developing and developed markets worldwide.

Stringent regulatory norms for dairy production

Many countries have imposed stringent regulations regarding use of antibiotics, growth hormones and pesticides in conventional dairy farming. This comes in the backdrop of increasing health and safety concerns due agricultural chemicals. The regulatory clampdown on conventional dairy farming has induced more farmers to shift to organic practices. At the same time, stricter food quality and safety norms for dairy products import have opened up opportunities for organic milk producers globally. Both factors have provided necessary impetus to the organic milk industry.

High production costs

While demand for organic milk is burgeoning, its supply faces constraints due to high production costs involved. Organic dairy farming requires following exhaustive production standards that raise costs. Some of the cost heads include livestock feed without GMO ingredients, lower milk yields, certification expenses, lack of economies of scale etc. This price disadvantage makes organic milk slightly costlier for consumers and also restricts farmers from fully shifting to organic practices. The high costs pose a major challenge for the organic milk industry to scales up and meet the growing demand.

Expanding distribution channels

Earlier availability of organic milk was limited due to narrow distribution reach. However, organic retailers and online platforms are now emerging as new sales channels for organic milk

producers. They are expanding access to organic milk across wider geographies. Even major supermarkets have increased shelf space for organic products including milk. Improving distribution infrastructure in terms of warehouse capacity, delivery fleets and efficient logistics is opening up untapped markets for organic milk producers. This presents a major opportunity to increase household penetration and consumption volumes.

Preference for local sourcing

A growing trend is the consumer preference for locally or regionally sourced organic milk and dairy products. People want to support local organic farmers and also minimize the carbon footprint of transportation. This works well for small and medium organic milk producers who can tap regional markets with their localized production and supply chains. Regional specialty organic dairies are gaining traction by promising locally sourced raw milk. The trend underscores the need for organic milk companies to strengthen their local supply base and focus more on domestic/regional markets.

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The report answers a number of crucial questions, including:

- Which companies dominate the global Organic milk Market ?
- What current trends will influence the market over the next few years?
- What are the market's opportunities, obstacles, and driving forces?
- What predictions for the future can help with strategic decision-making?
- What advantages does market research offer businesses?
- Which particular market segments should industry players focus on in order to take advantage of the most recent technical advancements?
- What is the anticipated growth rate for the market economy globally?

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