

Dairy Nutritional and Nutraceutical Market Rising Demand for Fortified Dairy Products | Exactitude Consultancy

*Dairy Nutritional and Nutraceuticals:
Rising demand for functional dairy
enriched with probiotics, vitamins, and
minerals*

CALIFORNIA, CA, UNITED STATES,
February 26, 2025 /EINPresswire.com/
-- "Powering Your Success with
Comprehensive Market Insights"

Newly released a research report titled
["Dairy Nutritional And Nutraceutical
Market"](#). The Dairy Nutritional and

Nutraceutical Market is experiencing

significant growth due to rising consumer awareness about health and wellness. Functional dairy products enriched with probiotics, vitamins, minerals, and protein are in high demand, particularly among fitness enthusiasts and the aging population. The increasing prevalence of lactose intolerance has also led to innovations in lactose-free and plant-based dairy alternatives.

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Dairy Nutritional and
Nutraceuticals: Growing
demand for fortified dairy
with probiotics and essential
nutrients for health-
conscious consumers”

Exactitude Consultancy



Dairy Nutritional And Nutraceutical Market

Companies are focusing on fortification and clean-label products, offering dairy items that support immune health, gut health, and muscle development. North America and Europe currently lead the market due to high consumer demand, while Asia-Pacific is emerging as a high-growth region due to increasing disposable income and urbanization.

In 2024, the global Dairy Nutritional And Nutraceutical market is valued at approximately \$15 billion, driven by an

increasing consumer demand for functional foods that enhance health and wellbeing. The market is projected to expand significantly, reaching around \$25 billion by 2034, reflecting a robust Compound Annual Growth Rate (CAGR) of about 5.3% during the forecast period from 2025 to 2034.

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Dairy Nutritional and Nutraceutical Market Dynamics

Market Drivers:

Increasing Demand for Functional Foods: Consumers are actively seeking dairy-based functional foods enriched with probiotics, prebiotics, and essential nutrients to enhance gut and overall health.

Growing Awareness of Gut Health: Scientific studies highlighting the gut microbiome's role in immunity, digestion, and mental well-being are driving demand for nutraceutical dairy products.

Rising Cases of Lactose Intolerance: Demand for lactose-free and A2 milk-based nutraceuticals is growing, offering solutions for individuals with dairy sensitivities.

Expansion of the Sports Nutrition Industry: Athletes and fitness enthusiasts prefer dairy-based proteins (whey, casein) for muscle recovery and endurance.

Market Restraints:

High Cost of Nutraceutical Ingredients: Fortification with probiotics, omega-3s, and vitamins increases product costs, impacting affordability.

Stringent Regulations: Government bodies like FDA and EFSA impose strict regulations on claims related to health benefits, making product approvals challenging.

Market Opportunities:

Innovation in Dairy-Based Supplements: The emergence of dairy-based protein powders, probiotic shots, and functional dairy drinks.

Expansion into Plant-Based Dairy Alternatives: Companies are diversifying into oat, almond, and soy-based dairy nutraceuticals to meet plant-based consumer demand.

Market Challenges:

Supply Chain Disruptions: Fluctuations in raw material availability and dairy production costs impact the market. Consumer Perception of Dairy Products: Some consumers perceive dairy as unhealthy due to concerns about cholesterol and lactose intolerance, affecting demand.

10-25% of the market is expected to be replaced by plant-based alternatives.

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The Global Dairy Nutritional And Nutraceutical Market segments and Market Data Break Down are illuminated below:

Dairy Nutritional And Nutraceutical Market Segment Analysis

- By Product Type

- Dairy Protein Supplements

- Functional Dairy Products

- Probiotics

- Dairy-Based Functional Ingredients

- By Application

- Sports Nutrition

- Clinical Nutrition

- Weight Management

- Immunity Enhancement

- By Distribution Channel

- Online Retail

- Offline Retail (supermarkets, health & wellness stores, specialty stores)

- By Form

- Powder

- Liquid

- Capsules & Tablets

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Region Included are North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

The Dairy Nutritional And Nutraceutical market is analyzed across the globe and highlight several factors that affect the performance of the market across the various region including North America (United States, Canada, and Mexico), Europe (Germany, France, UK, Russia, and Italy), Asia-Pacific (China, Japan, Korea, India, and Southeast Asia), South America (Brazil, Argentina, Colombia), Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, and South Africa).

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□ - Figure out the market dynamics altogether.□□□□

□ - Inspect and scrutinize the competitive scenario and the future anodic Dairy Nutritional And Nutraceutical market landscape with the help of different strictures including Porter's five forces.□□□□

□ - Understand the impact of different government regulations throughout the global health crisis and evaluate the anodic Dairy Nutritional And Nutraceutical market condition in the tough time.□□□□

□ - Consider the portfolios of the protruding players functional in the market in consort with the thorough study of their products/services.□□□□

□ - Have a compact idea of the highest revenue generating segment.□□□□

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In order to better understand market conditions five forces analysis is conducted that includes the Bargaining power of buyers, Bargaining power of suppliers, Threat of new entrants, Threat of substitutes, and Threat of rivalry.

Political (Political policy and stability as well as trade, fiscal, and taxation policies)

Economical (Interest rates, employment or unemployment rates, raw material costs, and foreign exchange rates)

Social (Changing family demographics, education levels, cultural trends, attitude changes, and changes in lifestyles)

Technological (Changes in digital or mobile technology, automation, research, and development)

Legal (Employment legislation, consumer law, health, and safety, international as well as trade regulation and restrictions)

Environmental (Climate, recycling procedures, carbon footprint, waste disposal, and sustainability)

FAQ

What segments are covered in Dairy Nutritional And Nutraceutical Market report?

The segments covered in Dairy Nutritional And Nutraceutical Market report are based on Type, Application, and End-Use.

Which region is expected to hold the highest share in the Dairy Nutritional And Nutraceutical Market?

Who are the top key players in the Dairy Nutritional And Nutraceutical Market?

Which segment holds the largest market share in the Dairy Nutritional And Nutraceutical market by 2034?

What is the market size of the Dairy Nutritional And Nutraceutical market by 2032?

What was the market size of the Dairy Nutritional And Nutraceutical market in 2025?

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- competitive analysis of 5 key market players.
- 40 free analyst hours to cover any other data point.

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Driver Assistance System Market

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