

Added Value in Dairy Drinks, Milk and Cream - UK - May 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"The dairy drinks, milk and cream market faces challenges on several fronts at present, including for example, the maturity of the white milk segment, the ongoing grocery retailer milk price wars, concerns over sugar (flavoured milk) and the macro trend towards healthier products (cream)."

This report looks at the following areas:

- Time to launch a 'fair pay' standard for British milk?
- Placing standard white milk under retailers' economy ranges could help them build category value
- Flavoured milks must combat health concerns to stem decline

Research for this report identifies ways in which operators can seek to build value back into the market, with fortified milks, chocolate confectionery-branded flavoured creams and more subtly flavoured milks proving popular with users.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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 Booths rebrands its own-label milk 'Fair Milk'
 Global launches include milk-based energy drinks and 'ultra-filtered' milk
 Lighter cream and cream alternative launches continue apace

Market Share

Cream

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The Consumer – What You Need to Know

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- Penetration of milk and milk drinks stands at 94%
- Cold cereal is the most popular use for milk
- Usage of cream/buttermilk stands at 60%
- Half of standard milk users willing to pay over £1 for a four pint bottle
- Fortified milks spark interest amongst a significant minority of users
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