

Milk and Dairy Drinks - Brazil - February 2015

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"Brazil, together with China and the US, has delivered the highest level of innovation in the last five years in the milk market; however, compared to the two other countries, companies in Brazil don't seem to be exploring the category's full potential. In terms of flavors, the Brazilian market is heavily focused on chocolate-flavored milks."
Naira Sato, Food and Drink Analyst

This report looks at the following areas:

- Is it possible to increase the consumption frequency of milk among young Brazilians through coffee-flavored milks?
- Could the "before bedtime" consumption occasion be better explored in the milk category?
- Could consumption of soy milk by women be increased through health claims?
- Could milk be better positioned for consumption before/after exercise among male consumers?

Definitions

Milk market

According to Mintel Market Sizes, the milk market covers liquid, powdered and flavored cow's milk. It excludes condensed, evaporated, sour and cultured milks. Market size is based on retail and direct sales to consumers.

Types of milk in Brazil

There are three different types of liquid milk in Brazil UHT (*Ultra High Temperature*), pasteurized, and pasteurized type A (production of type B stopped in 2011).

- **Pasteurized milk:** subjected to a thermal shock process with temperatures of about 72 ° C to kill bacteria. Expiry date is shorter than UHT milk, and should be kept in the refrigerator.
- **Pasteurized milk type A:** goes through the same thermal treatment than regular pasteurized milk, but it needs to meet required standards and process to minimize contamination, assuring a high-quality milk. For example, the milk should be extracted mechanically, refrigerated immediately afterwards and pasteurized in the same farm. Therefore, consumers know where and how the milk is produced.
- **UHT milk:** UHT stands for Ultra High Temperature, also known in Brazil as *leite longa vida* ("long life milk"). This type of milk is submitted to a thermal shock process with temperature of about 140°C, reducing the possibility of proliferation of microorganisms in the milk, compared with regular pasteurized milk. Therefore, it can be stored at room temperatures and has a greater shelf life than pasteurized milk.

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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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Table of Contents

Introduction

Definitions
Milk market
Types of milk in Brazil
Abbreviations, currencies, and scales

Executive Summary

The market
Figure 1: Forecast of retail sales in the milk market, by value, 2009-19

Companies, brands, and innovations
With strong brands, Nestlé is Brazil's market leader
Figure 2: Companies' shares in the retail milk market, by value, Brazil 2013

The consumer
Consumption frequency of coffee-flavored milk among young Brazilians could be increased
Figure 3: Frequency of consuming milk, by age group and type of milk, November 2014

Milks positioned to be consumed before bedtime can boost night consumption
Figure 4: Occasions for consuming milk, November 2014

Soy milk can be positioned as a healthier option for women
Figure 5: Agreement with statement "Soy milk is healthier than cow's milk", by gender, November 2014

There is a potential for consumption of milk to be increased among men who exercise
Figure 6: Agreement with statement "I tend to consume milk-based before/after exercising (eg fruit and cereal smoothies, shakes, etc)", by gender, November 2014

What we think

Market – Key Points

Consumption of skim milk could be increased among women through health claims
Soy milk can be positioned as a healthier alternative to juice cartons among AB consumers
Flavored milk can be positioned as an on-the-go option for younger consumers

Trend Application

Trend: Hungry Planet
Trend: Non-Standard Society
Trend: Accentuate the Negative

Who's Innovating?

Key points
Innovations in the powdered milk segment can increase consumption frequency in the country
Figure 7: Launches of powdered and liquid milk as a share of new products in the segments regular/flavored animal milk, Brazil, 2010-14
Unique benefits and a combination with other ingredients could boost consumption of functional milk
Figure 8: Launches of milk products positioned as functional and plus, by the top 3 countries*, 2010-14
Vegetable milk has the potential to grow in Brazil

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Figure 9: Share of new product launches in the soy and grains/seeds segments, by country, Brazil and USA, 2010-14

Market and Forecast

Key points

Despite stable growth in volume, the market shows good results in terms of value

Figure 10: retail sales of milk, by value and volume, Brazil 2009-19

Innovations, premium positioning, and company acquisitions will define the Brazilian milk market

Figure 11: Forecast of retail sales in the milk market, by value, Brazil 2009-19

Figure 12: Forecast of retail sales in the milk market, by volume, Brazil 2009-19

Forecast methodology

Market Share

Key points

Due to its strong brands, Nestlé is Brazil's market leader

Figure 13: Companies' market share in the milk retail market*, by value, Brazil 2012-13

Figure 14: Companies' market share in the milk retail market*, by volume, Brazil 2012-13

Companies and Brands

Nestlé

BRF

Itambé

LBR

The Consumer – Frequency of Consuming Milk

Key points

Whole milk is the most popular segment among Brazilians

Figure 15: Frequency of consuming milk, November 2014

Companies can increase consumption of alternatives to cow's milk by highlighting their benefits

Consumption frequency of coffee-flavored milk among young Brazilians can be increased

Figure 16: Frequency of consuming milk, by age group and type of milk, November 2014

The Consumer – Occasions for Consuming Milk

Key points

Most popular consumption occasion of milk is breakfast, which could be due to the versatility of the category

Figure 17: Occasions for consuming milk, November 2014

Milks positioned to make consumers feel full for longer could be popular among young consumers

Figure 18: Occasions for consuming milk - "As a snack between meals", by age group, November 2014

Milks that contribute to a good night's sleep can boost consumption at night

The Consumer – Opinions about Milk

Key points

High fat content in whole milk can be a consumption barrier for a third of consumers

Figure 19: Opinions about milk, November 2014

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Smaller packaging and more benefits could appeal to consumers aged 55+ in the powdered milk segment

Figure 20: Opinions about milk - "Powdered milk is more suitable for children than adults", by age group, November 2014

Soy milk could be positioned as a healthier option for women

Figure 21: Agreement with statement "Soy milk is healthier than cow's milk", by gender, November 2014

The Consumer – Attitudes toward Milk

Key points

Brazilian consumers tend to associate milk to health benefits

Figure 22: Attitudes toward milk, November 2014

Informing consumers about the differences between the types of milk available could make brands stand out in the market

There is potential to increase consumption of milk among men who exercise

Figure 23: Attitudes towards milk - "I tend to consume milk-based drinks before/after exercising (eg fruit and cereal smoothies, shakes, etc)", by gender, November 2014

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