

Dairy Drinks, Milk and Cream - UK - May 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

The long-term trend in the UK milk market is one of declining volumes, as milk has lost its role as the favoured source of calcium. Though still a fridge staple, used by nine in ten household, milk's main uses now are with hot drinks and breakfast cereals, leading to a shift towards lower volume usage.

What have we found out?

- Milk flavoured with eg coffee or hazelnut could win over the 28% of adults who report being interested in milk with flavours tailored to adult tastes.
- Educating consumers about the health credentials of milk could support usage among the one in five adults who do not see milk as healthier than fizzy drinks and the half of adults unsure of how milk compares with water on healthiness.
- Showing tangible support to the dairy farmers could see brands appeal to some two in five adults who would pay more for milk if the extra went to the farmers.
- Reframing milk more clearly as a soft drink, for example through marketing and packaging more in line with soft drinks could help to put milk on the radar of the half of adults who fail to think of it when choosing something to drink.
- A promise of milk from "happy cows" could help brands to engage the three in ten adults willing to pay more for milk which guarantees higher animal welfare.
- Highlighting their light credentials could help lower-fat variants of cream find favour among the two in five adults who report to rarely use cream because of its high fat content.

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