

Dairy Drinks, Milk and Cream - UK - May 2012

Report Price: £1750 / \$2758 / €2087

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“Strong endorsement of regional products, particularly among higher-earning households, suggests this is a powerful way to engage with users and build loyalty based on provenance rather than price.”

– Kiti Soininen, Head of UK Food, Drink & Foodservice Research



In this report we answer the key questions:

- How can brands convert the emotional support for British farmers' livelihoods into higher premiums for the industry?
- How can leveraging the local provenance angle encourage loyalty within the white milk market?
- How can milk compete more effectively with other cold drinks?
- How can flavoured milk expand beyond its current limitations?

This report examines the UK retail market for milk and cream, including products sold via doorstep delivery as well as through retail outlets. Sales of milk within the catering and industrial sectors, as well as welfare milk supplies, unless otherwise stated, are excluded.

The market for baby milk, both liquid and powder, falls outside the scope of this report and will be covered in Mintel's Baby Food Milk and Drinks – UK, June 2012 report.

Flavoured milk is included in this report, including milk flavouring (eg Nesquik), however 'fermented milk drinks', such as Yakult made with live bacterial cultures, yogurt drinks and carbonated milk-juice drinks (even though they may be positioned alongside milk and flavoured milks in grocery stores) are excluded. Also excluded are fruit juice smoothies made with milk/cream/yogurt, when the dairy component is not the major constituent.

Alternatives to cow's milk, including eg soya, rice and other nut, grain and seed-based milk-style drinks and goat's and buffalo milk are included in the market size, but only account for a small share of the market.

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