

Dairy Drinks, Milk and Cream - UK - April 2014

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

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“Reflecting the established role of milk as a household staple, volume sales have posted modest growth. Milk is not a go-to drink as a drink on its own, however a tailored breakfast or exercise proposition can offer a growth avenue for brands, and a justification for a price premium in the midst of the price pressures faced by the market.”
 – Kiti Soininen, Head of UK Food, Drink & Foodservice Research

This report looks at the following areas:

- Can milk price wars damage a retailers' image?
- Is it time for a grown-up sales pitch for flavoured milk?
- Can protein help milk tap into breakfast and exercise?

Prospects seem brighter for the dairy drinks, milk and cream market than at any time since 2009, with the market in 2013 posting volume and value growth for the first time since then.

Most of the value growth was attributable to the dominant white milk segment, with sales up in 2013 partly as a result of improved farmgate prices during 2013 following farmers' protests the previous year. Flavoured milk propped up growth with sales up year on year as new brands and products came to market.

Modest volume growth is expected going forward, though supported by the growth in the number of children aged 5-14. Meanwhile the improved economic outlook should offer some scope for price rises, with value sales forecast to stand at £4.7 billion in 2018.

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 and Drink – UK, April 2014 report.

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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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Strengths
 Weaknesses

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