"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.

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

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