

Milk and Milk Alternatives - Brazil - November 2018

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"The consumption of plant-based drinks in Brazil is still limited, but health concerns should boost the demand for these products. Big brands have been investing in the segment, an indication that in the near future the market of plant-based drinks should be consolidated."
 – Marina Ferreira, Food and Drink Analyst

This report looks at the following areas:

- **Truck drivers' strike exposes the weaknesses of the sector**
- **Industry needs to invest in the milk supply chain to gain consumer confidence**
- **Consumption of plant-based drinks is still limited in Brazil**

Brazil's milk market has been highly affected by the truck drivers' strike in 2018. The strike, in addition to exposing the weaknesses of the sector, has pushed the prices up, with a significant increase in the months following the event. The growth forecast in terms of volume has also been affected, and should close the year stagnant.

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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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Table of Contents

Overview

What you need to know
 Definition
 Types of milk in Brazil

Executive Summary

Challenges
 Truck drivers' strike exposes the weaknesses of the sector
 Industry needs to invest in the milk supply chain to gain consumer confidence
 Consumption of plant-based drinks is still limited in Brazil
 Opportunities
 Category can use several strategies to bring innovation to consumers
 Facilitating access to the diagnosis of lactose intolerance can bring benefits to the industry
 What we think

The Market – What You Need to Know

Milk market grows in value and stagnates in volume
 Draft bill proposes a ban on the word "milk" when a product is not animal-sourced
 Market Size and Forecast
 Milk market grows in value and stagnates in volume
 Figure 1: Retail sales of milk, by value and volume, Brazil 2013-23
 Milk market should have modest growth over the coming years
 Figure 2: Forecast of Brazil retail sales of milk, by value, 2013-23
 Figure 3: Forecast of Brazil retail sales of milk, by volume, 2013-23

Market Drivers

Brazilian government sets out new labeling requirements for products with lactose
 Draft bill proposes a ban on the word "milk" when a product is not animal-sourced
 Truck drivers' strike brings consequences to the market in the short and long term
 Less-educated Brazilians are those who need to take care of their eating habits the most
 Figure 4: Percentage of selected health conditions by years of schooling (people aged 18+)

Key Players – What You Need to Know

Groupe Lactalis S.A. leads the market and can increase its market share
 Starbucks launches new plant-based drinks in partnership with A Tal da Castanha
 High protein milk presents growth

Market Share

Groupe Lactalis S.A. leads the market and can increase its market share
 Figure 5: Companies' market share in the milk retail market, by value, Brazil 2016-17

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Marketing Campaigns and Actions

Market expands the offer of plant-based drinks in Brazil

Figure 6: AdeS's new plant-based drinks

Figure 7: Do Bem's coconut-based drinks launching a campaign

Nestlé develops campaign considering the regional differences of milk consumption

Figure 8: Nestlé's campaign

Starbucks launches new plant-based drinks in partnership with A Tal da Castanha

Figure 9: Starbucks' new options made with plant-based drinks

Nestlé eliminates stabilizers of its UHT milk

Who's Innovating?

Latin American countries can diversify the offer of milk alternatives

Figure 10: Launches of white milk, plant-based drinks, and flavored milk by region, from August 2017 to August 2018

There has been an increase in high-protein milk

Figure 11: Global launches of "high-protein/added protein" white milk, plant-based drinks, and flavored milk, 2015-2018*

The Consumer – What You Need to Know

Soy milk may be losing ground to new lactose-free plant-based options

Coconut milk is associated with culinary use

One in seven Brazilians have changed the brand of milk because of safety-related issues in the production process

Hormones in dairy milk is a cause for concern

New flavors can boost consumption of milk in general

Price, availability, and taste are barriers to the consumption of plant-based drinks

Milk and Milk Alternatives Consumption

Soy milk may be losing ground to new lactose-free plant-based options

Figure 12: Milk and milk alternatives consumption, August 2018

Waste reduction can encourage consumption of lactose-free cow's milk among those who are not dairy intolerant

Figure 13: Milk and milk alternatives consumption, August 2018

AB consumers are more likely to consume low-fat milk

Figure 14: Milk and milk alternatives consumption, by socioeconomic group, August 2018

Milk and Milk Alternatives Ways of Consuming

Coconut milk is associated with the culinary use

Figure 15: Milk and milk alternatives ways of consuming, August 2018

Industry can take advantage of young people's habit of consuming powdered milk added to food

Figure 16: Milk and milk alternatives ways of consuming, by age, August 2018

Figure 17: Nutry Açaí Cream with Powdered Milk

Smoothies made with skimmed milk can please consumers with children

Figure 18: Milk and milk alternatives ways of consuming, by children living in the household, August 2018

Behaviors toward Milk and Milk Alternatives

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One in seven Brazilians have changed the brand of milk because of safety-related issues in the production process

Figure 19: Behaviors toward milk and milk alternatives, August 2018

Part of the population may not know they are lactose intolerant

Men are drinking more organic milk

Figure 20: Behaviors toward milk and milk alternatives, by gender, August 2018

Opinions toward Milk and Milk Alternatives

Hormones in dairy milk is a cause for concern

Figure 21: Opinions toward milk and milk alternatives, August 2018

Adding calcium to plant-based drinks can boost consumption

Powdered milk is an affordable option for those living in the North and the Northeast

Figure 22: Opinions toward milk and milk alternatives, CHAID analysis, August 2018

Milk Consumption Drivers

New flavors can boost consumption of milk in general

Figure 23: Milk consumption drivers, August 2018

Textures can be a way to provide new experiences in the consumption of milk

Milk Alternatives Consumption Drivers

Price, availability, and taste are barriers to the consumption of plant-based drinks

Figure 24: Milk alternatives consumption drivers, August 2018

Mixed plant-based milk options can be a way to expand consumption

Figure 25: Milk alternatives consumption drivers by consumption of milk and milk alternatives – Any consumption of milk, August 2018

Appendix – Abbreviations

Abbreviations

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