

Dairy Ingredients for Infant Formula and Senior Nutrition Global 2022-2027

MULTICLIENT PROPOSAL

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1. ABBREVIATIONS

- DWP – Demineralized Whey Powder
- MFGM – Milk Fat Globule Membrane
- SMP – Skimmed Milk Powder
- WPC – Whey Protein Concentrate

2. INTRODUCTION

The market for infant nutrition and senior nutrition products has expanded rapidly over the last few years; driven, in part, by consumer desire for holistic wellness as a consequence of the pandemic. Senior nutrition, and associated products, are of increasing importance as the global trend towards ageing populations continues.

In Europe and North America, clean-labelling for functional dairy ingredients has become important. As consumers demand high-quality proteins for muscle growth/repair, weight management, and satiety, there is an expectation for ingredients to be clean-label, organic, or natural. Tags such as "natural" and "organic" give the perception of good health, and drives much of the demand growth.

Covid-19 resulted in a shift in consumption from lower-value dairy products to higher-value products. Post-Covid, consumer interest in healthy lifestyles heightened and the demand for high-protein dairy ingredients in nutritional products increased, leading to growth of demand for all milk protein ingredients in 2022. Many manufacturers focus on organic milk proteins to widen consumer appeal.

Though the inclusion of dairy ingredients, such as whey and milk protein, in nutritional applications is primarily for protein delivery, ingredients such as whole milk powder, skimmed milk powder, and whey powder provide functional properties such as emulsification, gelling, coating, and solubility, as well as improvement of the overall biological value of the product, and these features are increasingly important factors in ingredient utilisation.

This study will present in-depth research on the markets for infant and senior nutrition productions, and the of dairy ingredients and their implementation in these sectors. The latest dairy sector trends will be provided based on interaction with end-users and industry experts.

Giract is well-placed to conduct such a comprehensive market analysis. A summary of Giract's prior engagements in the dairy and dairy ingredients sector is presented below.

Examples of Previous Multiclient Studies and Databooks Published by Giract

Year	Report/Databook
2022	Milk Protein Book 2022
2021	Whey Book 2021
2020	Cheese Flavors in Processed Food, KSA & UAE focus
2010	Dairy Ingredients China
2007	Dairy Ingredients India/Asia
2006	Dairy Ingredients in Nutritional sectors
1998	Cheese Europe, 1998
1998	Cheese USA, 1998
Various	Dairy Ingredients - several editions across the world since 1990
Various	Protein Ingredients Global Markets
Various	Probiotic cultures

Examples of Previous Consulting Assignments Conducted by Giract

Recent Consultancy Work in Dairy Sector

Evolving Dairy Markets in the Middle East

An Analysis of Demand for Demineralised Whey Powder (DWP) in China, 2006

Product Opportunities in the European Dairy Market, 2008

Ireland's role in the Global Dairy Sector (Conference Presentation, FIC 2007)

Yogurts and dairy desserts: Markets, trends, selected dairy ingredients EU

Caseins/Caseinates: Usage patterns in selected companies W. Europe

Whey Permeate: Market Drivers/ Current End-user Reactions – W. Europe – Key Sectors

Processed Cheese Markets

Supply/Demand Patterns: Alpha Lactalbumin/ Colostrum/ Total Milk Proteins (TMP)

Whey Protein & Lactose Market Evaluation

Markets for DWP 90

3. OBJECTIVE AND SCOPE

3.1 OBJECTIVES

- Global and regional estimation of current (2022) and the forecast (2027) market for infant formula and senior nutrition products
- Outlining the recent trends and driving forces of the end use sectors
- Value (USD) and volume (kt) distribution of infant formula categories
- Estimates for the market development and market growth rate for selected countries in each region
- Identification and profiles of major infant formula and senior nutrition players in each region
- Identification and profiles of key global players
- Estimation of current and forecast demand volumes for dairy ingredients (t/kt) utilized in infant formula and senior nutrition products

3.2 INGREDIENTS

- MPC
- SMP
- DWP
- Lactose
- WPC 80
- WPI
- WPH
- Casein/caseinates
- Emerging dairy ingredients:
 - Lactoferrin
 - α -Lactalbumin
 - MFGM
 - Osteopontin
 - Native whey
 - Others

3.3 DEMAND SECTORS

- Infant formula
- Senior nutrition

Note:

Infant formula: Formula designed specifically to satisfy nutritional requirements of infants. **Senior nutrition:** Senior nutrition refers to the dietary supplements of adults aged 65 and older.

3.4 GEOGRAPHICAL

- North America (USA+Canada)
- Europe (EU27+UK+NO+CH)
- APAC (China, India, Indonesia, Philippines, Thailand, Malaysia)
- ME (UAE+KSA)

3.5 TIME SCALE

Current market: 2022

Forecast market: 2027

3.6 METHODOLOGY

The work will begin with an evaluation of Giract's comprehensive in-house databases.

This will be followed by an examination of a broad range of secondary sources, including, but not limited to, public and private sector manufacturer/processor databases, trade databases, consumer product associations, boards, federations, etc., consumer product databases, national statistical offices, and foreign trade statistics sources, where relevant.

These sources alone will be insufficient to provide suitably deep coverage across all countries, and so interviews will be conducted with industry experts, manufacturers, processors, traders/distributors, agricultural associations, boards, federations, etc., where required. These interviews will not be presented as part of the study; the information obtained will be presented therein. Where this information cannot be supplemented fully with industry expert interviews, Giract will present estimates. The methodology and assumptions on which they are derived will be explained.

4. PROJECT DELIVERABLES

4.1 REPORT FORMAT

The report will be presented as a Word document (searchable PDF format)

4.2 TIMING

An elapsed time of 10–12 weeks is required for fulfilling this project from the date of signing the contract. Interim project meetings will be held at mutually convenient times—typically, on a monthly basis.

4.3 BUDGET

The project can be accomplished within a budget of EUR #####.

A comprehensive presentation of the study will be delivered to the client, summarising the findings of the report. There is no time cost for the preparation or delivery of this presentation.

5. GIRACT TEAM

The Giract research team calls on 50 years of research experience in the ingredients and end-product markets, together with a wide range of multi-client and proprietary studies in all the major categories of food ingredients. The Giract team includes:

Dr. Velamur Krishnakumar: B.Tech (Chem), MBA, Dipl. Computer Science, PhD in Management Science: Managing Director of Giract. Krishna's early work experience was in consumer marketing – first in McCann Erickson Advertising and later as Product Manager at what is currently known as GlaxoSmithKline. He then joined Giract in Geneva, Switzerland where he is currently the Managing Director. Krishna has published many articles on food ingredients and has addressed various International Conferences. He is a Professional Member of the IFT and has chaired the Vitafoods Conference over many years. With a vast experience in international food and food ingredient markets and has directed landmark studies involving the global dairy sector.

Dr. Graham C. Robinson: PhD Biochemistry (Cambridge, UK). Graham has spent 10 years working in research laboratories, first in Norwich and then in Cambridge in the UK, as well as Geneva, Switzerland. He is a specialist in fermentation technology, bioreactors, and microbial production methods, and has substantial experience of small-molecule production, processing, and purification techniques. He joined Giract in 2017, in order to bring his technical expertise to the world of technical ingredients and has managed a wide range of projects on the dairy sector and protein ingredients.

Dr. Kaushik Ramakrishnan Shankar: PhD Biotechnology. Kaushik has taught courses in sensory analysis of foods, practical food analysis, and Intellectual property at Anna University, Chennai. He began his professional career with PR Biotech, a start-up manufacturing Stevia based sweeteners, where he was responsible for product formulation and start-up of the production unit. Kaushik moved on to Frost and Sullivan in 2009 where he analysed global markets for food and beverage ingredients. He joined Giract as an analyst in 2012.

Dr. Russell Ward: PhD Surface Chemistry (Bristol, UK). After post-doctoral research at CNRS in France, his career in consumer products began with Unilever. For Benckiser he was responsible for launching detergent products in Hungary, Romania, and China. Russell worked for Danone as Development Director Dairy – Central & Eastern Europe and for Sara Lee as VP R&D Coffee & Tea. In 2008, he established his own consultancy and, as an Associate to Giract, has been responsible for Giract's GiTex events and contributed to studies on soluble fibres, infant formula, bakery enzymes and protein ingredients. He joined Giract as Consultant – Research and Marketing Director in January 2012 and is now a Partner of the company.