

The First Dairy Conference

Trends & innovations in dairy & plant - based

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Agenda

- Zenith Global – About us
- Trends & innovation in Dairy and Plant-based
- Ingredient spotlight: CBD



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Zenith Global – About us

Zenith Global is a specialist food and drink research and consulting business offering a unique combination of commercial and technical guidance to the food and drink industries worldwide.

We provide a wide range of service including:

- Market research and analysis
- Feasibility studies
- Business planning and due diligence
- Design and project management of food and drink factories



1. Dairy Innovation



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Trends & innovation Dairy – key consumer trends

Dairy Innovation

- The renaissance of fat
- The new protein – going beyond Greek yogurt
- Functionality
- Cheese snacking



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Trends & innovation Dairy – The renaissance of fat

- Full-fat dairy products are renewing with growth after years of backlash
- Popular diets such as Keto and Paleo are emphasising the momentum of whole fat dairy
- Small and major companies alike are launching products that align with the trend.



Drinkable yoghurt



Yoghurt



Ice cream

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Trends & innovation Dairy – The new protein – going beyond Greek yogurt

- Protein continue to be a star ingredient across all dairy sectors
- Greek yogurt's lost momentum in the US is shedding light on other high-protein dairy products
- Focus: The revival of cottage cheese in the US



Quark

Kefir

Skyr

Cottage cheese

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Trends & innovation Dairy – Functionality

- The health and wellness trend is spurring growth in functional foods
- Gut health makes up a key driver in the functional dairy category
- New processing allow customised products



Yoghurt



Dairy drink



Ice Cream



Processing

Source: European kefir report 2019

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Trends & innovation Dairy – Cheese snacking

- The largest market for snack cheeses remains North America but demand from other regions is gaining traction
- Natural cheese vs processed cheese
- Focus trends: Adult snacking, Kids snacking, Exciting flavours, Indulgent snacking



Adult Snacking



Kids snacking



Exciting flavours



Indulgent snacking



Source: Cheese Snacking report 2018

2. Non-dairy Innovation



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Trends & innovation – Non-dairy

- The rise of non-dairy milk alternatives is relentless
- Key drivers of consumption and consumer profile
- Dairy is remaining strong via product innovation



Cheese



Yogurt



Ice Cream

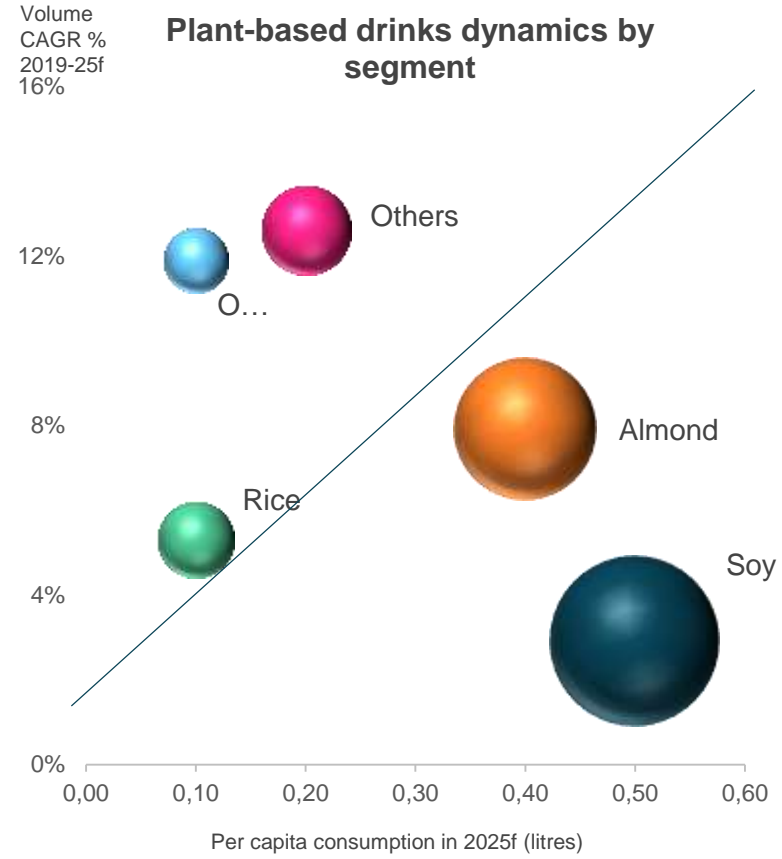
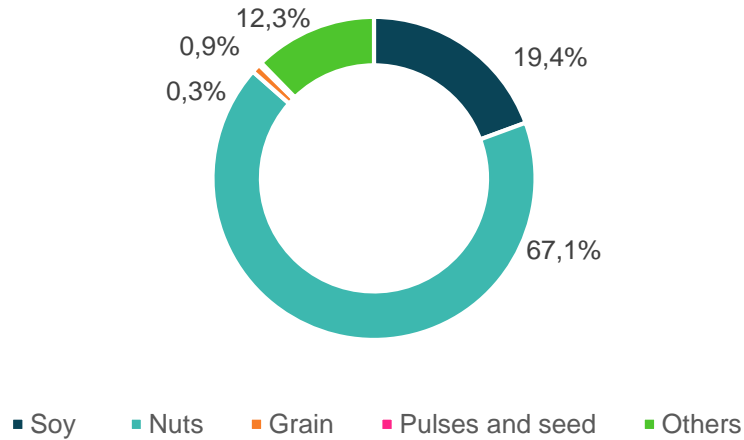


Milk

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Focus country - US

Plant-based dairy drinks types - % volume share, 2018

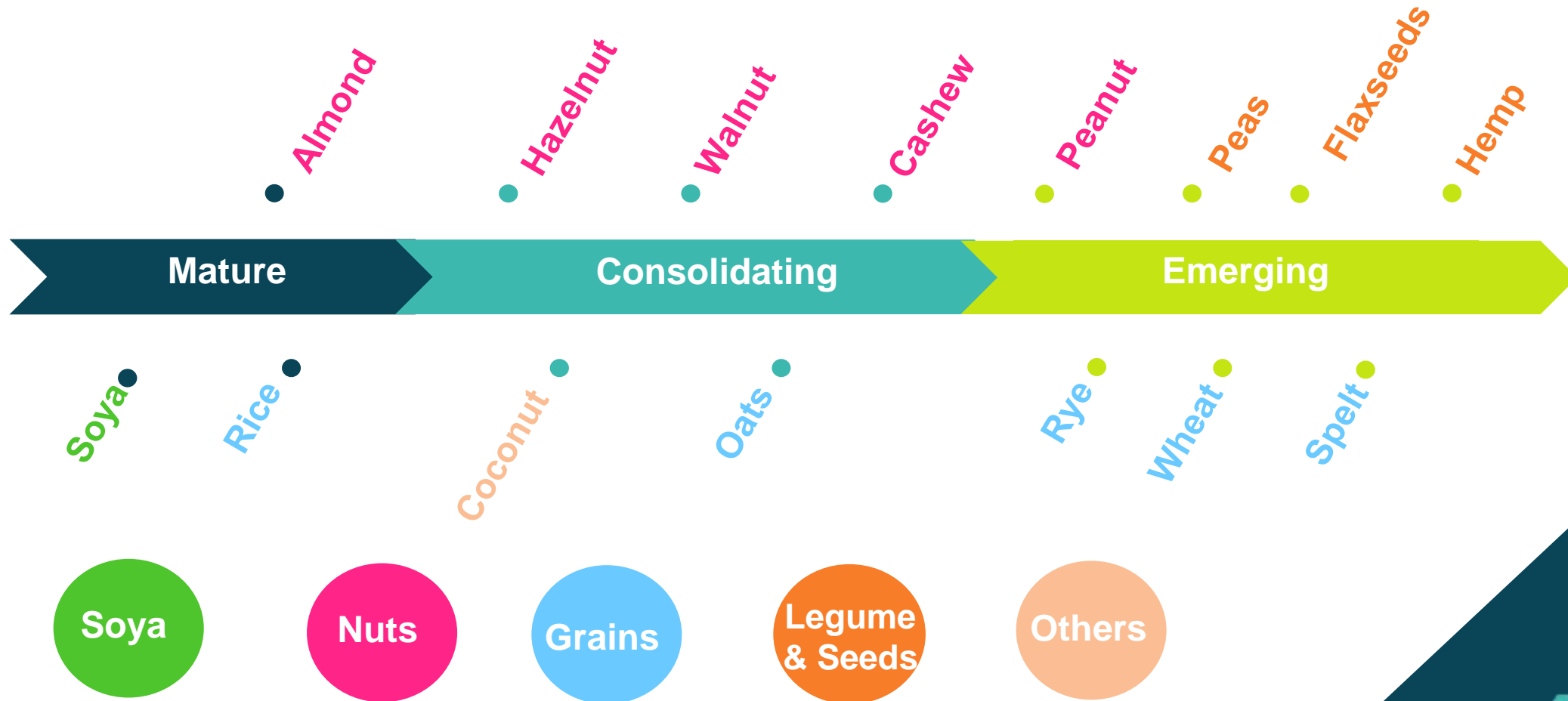


Source: USA Opportunities in Plant Based Drinks Report 2019



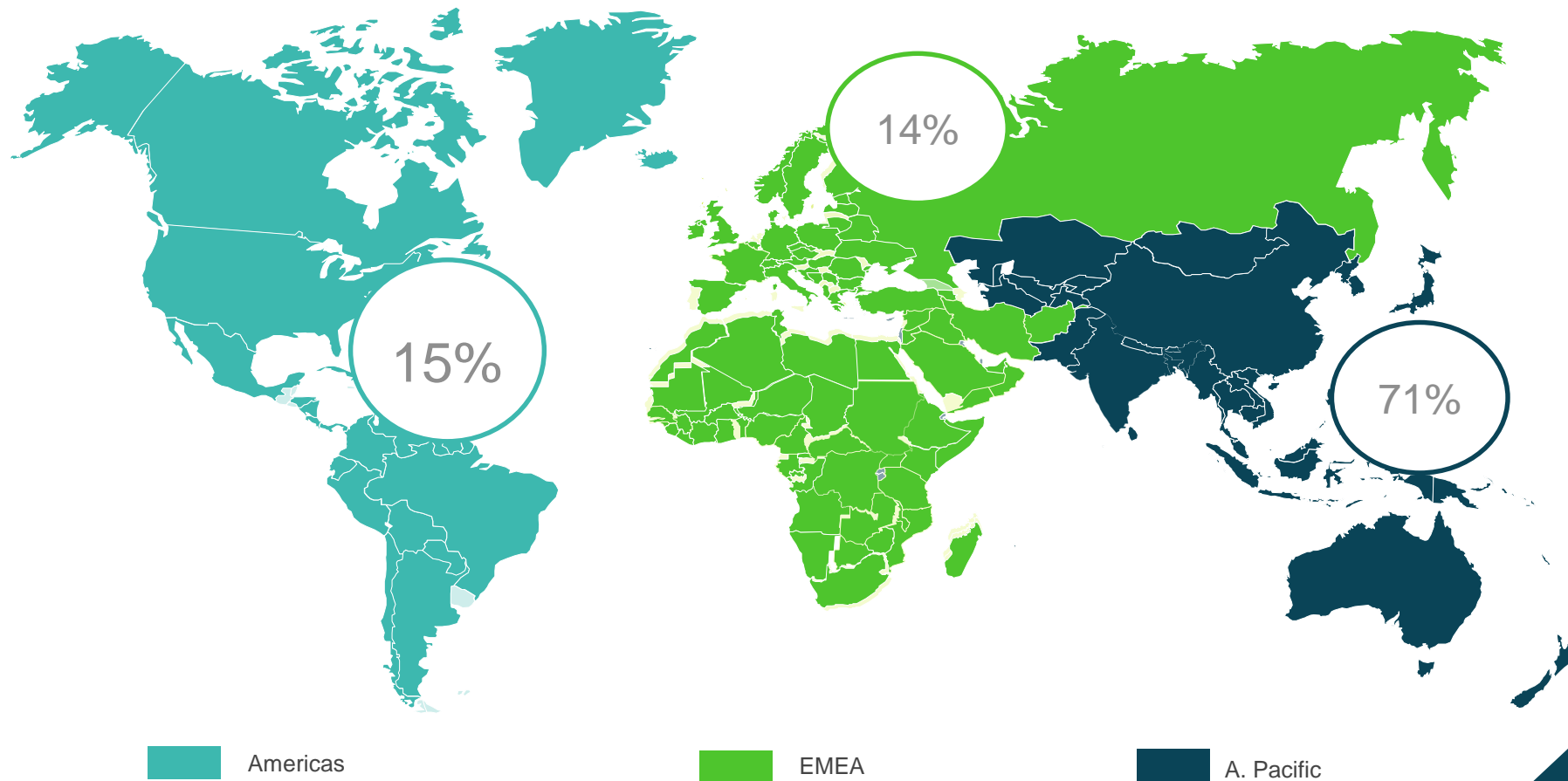
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Trends & innovation – Non dairy



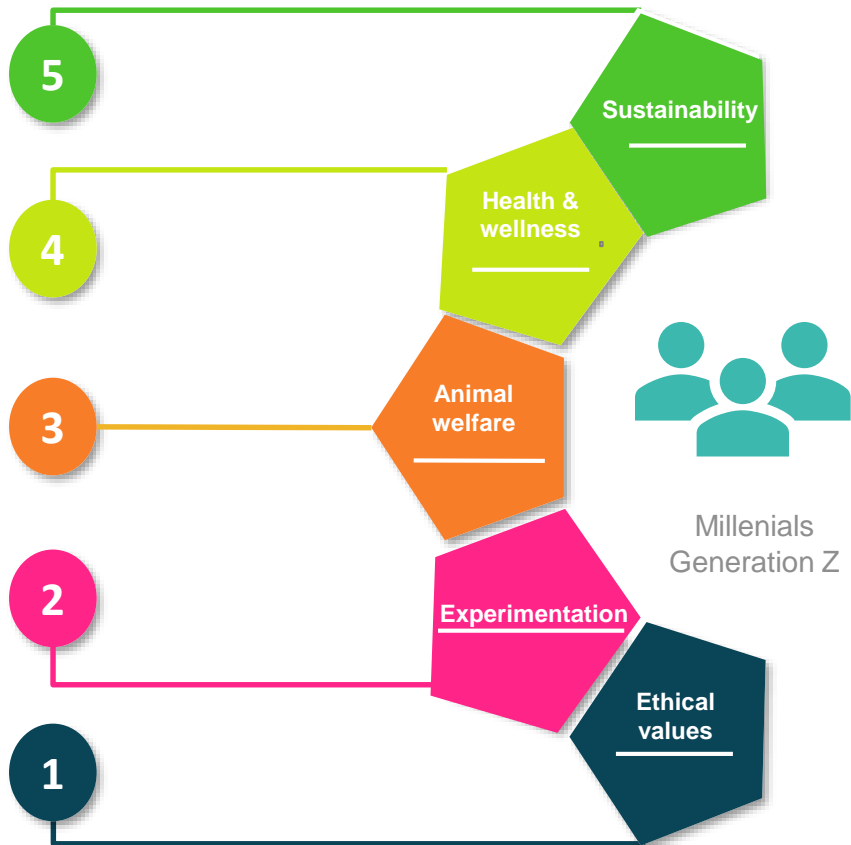
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Volume share of plant-based milk consumption



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Key drivers of consumption and consumer profile – Non dairy



Millennials and Generation Z are driving the consumption of plant-based drinks.



Adults from Generation X and baby boomers are also purchasing plant-based drinks but in lesser quantities.



3. Ingredient spotlight : CBD



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Ingredient spotlight : CBD

- CBD vs THC
- Legislation challenges and market development
- Key growth markets



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Ingredient spotlight : CBD

Effects	CBD	THC
Produces a 'high'	No	Yes
Side effects	Almost none	Psychoactive
Pain reliever	Yes	Yes
Reduces nausea	Yes	Yes
Eases migraines	Yes	Yes
Reduces anxiety	Yes	Yes
Increases appetite	No	Yes
Decreases seizures	Yes	No
Anti-inflammatory	Yes	Yes

The table above details various claims and beliefs related to CBD and THC, regardless of scientific evidence.



Source: Global CBD drinks report 2019

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Ingredient spotlight : CBD

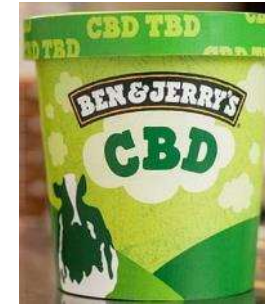


Cheese



Not yet launched on the market

Yoghurt



Not yet launched on the market

Ice cream



Milk

For more information on this presentation or any of Zenith's services, please contact:

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