



# Dairy & Soy Food in Australia: To understand categories, channels, companies, and consumers will drive the success 2021

*Dairy & Soy Food in Australia 2017 Market Growing by US\$13 billion also mentioned Best Industry Players till 2021*

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## Summary

"Top Growth Opportunities: Dairy & Soy Food in Australia", provides an overview of the dairy and soy food market, analyzing market data, demographic consumption patterns within the category, and the key consumer trends driving consumption. Proprietary Risk vs Reward Opportunity model pinpoints the best growth opportunities for dairy and soy food producers, suppliers and retailers by combining robust, granular data and expert insight. The report uses this framework to identify the best opportunities, analyze white spaces in the market, and outline new product development that will effectively target the most pertinent consumer need states. These are combined to offer strategic recommendations to capitalize on evolving consumer landscapes.

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Top Growth Opportunities for Dairy & Soy Food in Australia provides recommended actions and detailed analysis of how to target the best growth opportunities for dairy and soy food producers and retailers. Readers can understand what categories, channels, companies, and consumers will drive the success of dairy and soy food markets in Australia through detailed and robust data, expert insight, and case studies.

Top Growth Opportunity reports use a risk versus reward opportunity model to identify the best growth markets for dairy and soy food producers. Through this in-depth study of market and category dynamics, readers are able to identify key opportunities, and what they need to do in order to target them.

Get access to -

- Key consumer demographic groups driving consumption within the Australian market. Improve your consumer targeting by understanding who's driving the market, what they want, and why
- A study of market value and volumes over 2011-2016 for Australia, supplemented with category, brand and packaging analysis that shows the current state of the market, and how it will evolve over the 2016-2021 period
- White space analysis, to pinpoint attractive spaces in the market and the key actions to take
- Insight into the implications behind the data, and analysis of how the consumer needs will evolve in the short-to-medium term future
- Examples of international and regional product innovation targeting key consumer needs

Scope

- Despite a 2011-2016 decline in US Dollar terms, Australia's Dairy market is stable and growing steadily, with a value projection of almost US\$13 billion by 2021. In spite of the government's anti-austerity tone and pro-business stride, slow growth in real wages is a persistent threat which could continue to undermine growth in consumer spending in the five years to 2021. Inflationary pressures threaten to make matters worse.
- Despite recording negative growth in US\$ value terms due to the effect of currency movements, the Australian Dairy & Soy Food market registered steady growth in volume between 2011 and 2016. The Yogurt category is forecast to record the fastest volume and value growth in the five years to 2021.
- Hypermarkets and Supermarkets dominate the Australian FMCG retail environment, accounting for just over half of dairy consumption value in Australia in 2016.
- However, foreign-owned retail brands such as ALDI have been steadily expanding their market share in recent years by targeting value-seekers.
- The top three brands across all segments managed only a slight increase in their collective average value share between 2011 and 2016, demonstrating that consolidation in the Australian Dairy market is slowing due to reduced consumer spending and private label gains.
- The value share of private label is growing faster than that of brands across all segments in the Australian Dairy market, highlighting a move among consumers towards private label products, which are often cheaper but increasingly perceived to be of equal value to brands.

#### Reasons to buy

- This report brings together consumer analysis and market data to provide actionable insight into the behavior of Australia's dairy consumers.
- This is based on unique consumer data, developed from extensive consumption surveys and consumer group tracking, which quantifies the influence of 20 consumption motivations in the Dairy sector.
- Category, brand, and packaging dynamics are also examined.
- This allows product and marketing strategies to be better aligned with the leading trends in the market.

#### Table of Content: Key Points

1. Introducing a top growth market for Dairy
  - Top 10 global growth opportunities scores
  - Top global issues
  - Assessment against global strategic issues
  - Strategic issues map
  - Predicted future issues for the global sector
  - Reward and risk assessment
  - Opportunity score - overview
  - Consumer spending trends - peer group comparisons
  - Political, Economic, Social, and Technological: Analysis
  - Enablers and inhibitors of growth
  - Rewards and opportunities for growth
  - Summary of the market
2. Market insight - identifying the opportunities to move into
  - Market growth by category
  - Value growth of the market
  - Volume growth of the market
  - Level of premiumization by category
  - Category analysis - key drivers of change
3. Retail and distribution insight - key channels and retailers driving growth

Dairy retail channel share  
Key Retail Channel trends  
Routes to market  
Drivers of change in the sector  
...Continued

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