



WATTSUP
TREND WATCH

Functional Dairy & Dairy Alternatives



Over the past year, immune boosting products have soared in popularity. Dairy and dairy alternatives alike successfully articulated their functionality in this space.

However, other health concerns are now also coming to the fore. Dairy and dairy alternatives have the opportunity to further position themselves as nutritionally dense products. Through fortification and smart positioning, they can become the go-to product for the wellness conscious consumer.

The dairy alternative milk category (UHT) in NZ grew by 24.5% in 2020. Oat milk alone grew by \$1.8m NZD. (IRI 2020)

Two thirds of Global consumers say they are interested in products that help them relax and unwind. (IRI 2020)

17% of Kiwis are buying more immune boosting products compared to pre-Covid. (IRI 2020)

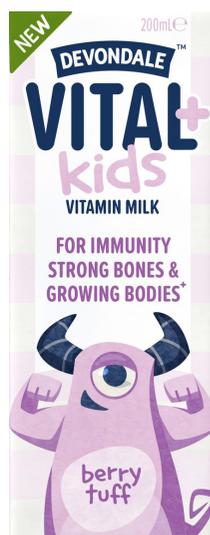
Growing claims associated with dairy and dairy alternatives products include: Children (5-12), Vitamin/Mineral Fortified & Functional - Immunity. (Mintel)



On the Shelves



Sleep Well Oat Drink is dairy-free and is blended with valerian to help maintain a natural sleep (Jan 2021, UK).



Devondale Vital+ Kids is described as a real milk with a mixed berry taste. Enriched with vitamins B12, C, D, protein and calcium (Feb 2021, AU).



Alpro Daily Immunity Support Oat Drink contains extracts of echinacea and is fortified with vitamin C and zinc to contribute to the function of the immune system (Jan 2021, UK).



Horizon Organic DHA Omega-3 Chocolate Lowfat Milk is fortified with vitamins A and D, as well as 32g of DHA omega-3 which is said to support brain and eye health (Nov 2020, USA).



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Protein + from Anchor claims to have 13g of protein per serve, and said to be high satiety, high calcium and low in fat (April 2021, NZ).



Chobani Complete Strawberry Cream Yoghurt Shake is lactose-free, and easy to digest, with 25g of complete protein, 3g of fibre, and 9 essential amino acids (July 2020, USA).



Culina Mango Orange Blossom Botanical Yoghurt Alternative is said to be full of probiotics to boost immune health and support the digestive system (April 2021, USA).



CoYo Lemon & Cream Plant Powered Probiotic Coconut Milk Yoghurt contains live vegan cultures, prebiotics and calcium derived from algae (Nov 2020, AU).

According to global market research from Mintel there are strong opportunities for both dairy and non-dairy brands in 2021. Prioritising healthy formulations must be at the top of the list - think nutritionally dense products with various types of fortification to appeal to different health concerns. As we all know, immunity and gut health are hot topics right now, but there is growing consumer interest in products targeting relaxation, brain health and eye health.

As well as this, sustainability will become more of a talking point. Plant-based products often position themselves as sustainable alternatives, and so dairy brands must ensure they are also communicating their commitment to sustainability. This could be through ethical farming practises, sustainable packaging or more.

Dairy and dairy alternative brands have an opportunity to reinvigorate the old staples by adding enticing health benefits to their products, and by conveying their sustainability credentials.



Hawkins Watts Offerings

- ✓ Vitamins & Minerals
- ✓ Amino Acids
- ✓ Fibres, Prebiotics & Probiotics
- ✓ Proteins & Collagen
- ✓ Botanicals & Complementary Flavours
- ✓ Stabilisers



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