

MILK INGREDIENTS - BASED SMOOTHIES

Science- Market – Regulation 1 Report

2010

This comprehensive report is based on an extensive desk review and in-depth interviews with food & beverage companies. It will provide decision makers with a global understanding of the sector and an outlook on its future.

MARKET ANALYSIS

- Trends and outlook
- Use of ingredients: volume-value
- Manufacturers profiles
- Users opinions
- Regulation

FOOD SEGMENTS

- Milk beverages
- Teen age drinks
- Sport drinks
- Health drinks

INGREDIENTS

- Milk: whole, low-fat, fat free
- Milk proteins
- Fruit juices & pieces
- Aromas

COUNTRIES COVERED

- North America
- Western Europe
- Asia
- Australia- New Zealand

UBIC USA
5020 Campus Drives
NEWPORT BEACH
CA-92660
Phone: 1 702 355 8804
Fax: 1 949 752 2287

UBIC EUROPE
Techno-Pôle 3
CH 3960 SIERRE
Phone: +41 (0) 27 456 1440
+41 (0) 27 456 1444
Fax: +41 (0) 27 456 1447

UBIC IRELAND
45 Glencarraig
DUBLIN 13
Phone: 353 1 832 47 12
Fax: 353 1 832 12 77

UBIC FRANCE
10, Rue du Colisée
75008 Paris
Phone: +33 1 400 600 86
Fax: +33 1 400 600 87

UBIC
CONSULTING

ubic@ubic-consulting.com

MILK INGREDIENTS - BASED SMOOTHIES

REPORT FOCUS

MARKET

Market trends
Applications in beverage segments
Use of ingredients: volume-values outlook

MANUFACTURERS

Drinks industry main players

RESEARCH

New
Research and technical aspects

ENVIRONMENT

Regulatory aspects

INTRODUCTION

The dairy industry is facing an ongoing challenge to convince consumers to have three servings of milk and milk products every day, as recommended by the Dietary Guidelines and other health authorities in developed countries.

As a beverage, the smoothie was inspired by Latin America, where fruit drinks like "liquados" have long been enjoyed.

In 1974 Yoplait put on the market the first liquid yogurt called Yop which has been abundantly copied since.

Today smoothies enjoy wide popularity not only as a beverage, but also as an on-the-go meal-substitute, snack or dessert. And now the smoothie is living another life, particularly in fast food and quick-service restaurants:

- ✓ *Smoothie King with new coffee-based mixes*
- ✓ *Dunkin' Donuts with yogurt-based drinks*
- ✓ *Starbucks with the Vivanno line*
- ✓ *Robeks chain with its "ideal meal"*
- ✓ *Jack in the Box's with fruity yogurt blends*
- ✓ *McDonald's is planning its entry in this market*

BIG FOOD & DRINK COMPANIES ANTICIPATED THE MOVEMENT:

● *Danone which "Frusion" yogurt-based smoothie consists of cultured yogurt, blended with water, sweeteners, flavorings, and very small amounts of starch, color and additives.*

● *Coca-Cola is trialing a new carbonated milky beverage called "Vio".*

● *Yoplait has introduced its "Dizzy" sparkling yogurt-based beverage in 2008 (citrus & tropical tastes).*

● *Aimia Foods "Milk Break" is based on skimmed milk powder.*

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SALES FORECAST

Within six years (2003-2009) the sales of smoothies in the USA increased sharply and became a part of the daily American landscape.

Smoothie sales have reach \$2.5 billion a year, up 100 percent during the same period.

Meanwhile, the number of retail shops offering smoothies across USA has grown very fast, now standing at more than 5,000.

Functional foods and beverages enjoy a strong marketplace advantage and within few years smoothies could dominate the healthy beverages category by far.

PRODUCT FLEXIBILITY

Smoothies' formula is easily shaped to different tastes and populations. Many operators already sell smoothie-like drinks containing tea (mainly green tea) or blends of tea with soymilk, fat-free yogurt, sorbet & ice while trying to get into the market of carbonated milk products which are trendy in Asia.

APPLICATIONS AND MARKET

Market segments targeted:

- *Exercise beverage, as milk appears to be an effective post-resistance exercise beverage resulting in muscle hypertrophy and lean mass increase.*
- *Sliming formulas, because research papers show whey protein isolates and milk ingredients can provide a sense of satiety.*
- *Young people: in the US sixty percent of the 18 to 34 year old men surveyed have had a smoothie in the past month. With its "Dizzy" drink Yoplait is aiming at the 18 to 25 year old youngsters.*
- *Take away market: smoothies are quick, nutritious and portable and as such they are a good and healthy alternative to soda or milkshakes.*
- *Lactose intolerant people: smoothies based on yogurt and fermented milk are naturally lactose-free.*

PROVISIONAL CONTENTS

1. Europe, US & Asia Smoothies Market: a comparison
2. Market Size and Growth
3. Market Trends & sectors
 - Most preferred flavors in smoothies
 - Most popular ingredients in smoothies
 - Fruit & dairy ingredients
4. Market segmentation
 - Smoothies as health drinks
 - Smoothies & youths
 - Smoothies as new sports drinks
5. Growth Opportunities
6. Smoothie Market: Competitive Landscape
 - Production
 - Distribution
 - Packaging
 - Branding & promotion
 - Market issues
 - The rise of smoothie bars
7. Leading Smoothie Companies: Performance and Strategies
8. analyze of major leading smoothie manufacturers

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SUBSCRIPTION 2010

<input type="checkbox"/> All sections	€ 4,850	COMPANY _____
<input type="checkbox"/> Market Analysis	€ 3,250	Name _____ Position _____
<input type="checkbox"/> Suppliers	€ 1,000	☒ _____

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