

# The World Market for Dairy Bioactive Ingredients 2009-2012

- Hydrolysates, Peptides and Fractions -

## DAIRY BIOACTIVES TO BE PART OF THE SOLUTION

A new report on dairy-derived bioactive ingredients, named *The World Market for Dairy Bioactive Ingredients 2009-2012*, clearly demonstrates increasing activity within this business area. The product range continues to expand, more patents are issued, the number of new consumer products launched containing these bioactives is continuously increasing, and the current market size estimated to more than 30,000 MT with an approximate value of USD 700 million is growing by 10-20% p.a.

The market for dairy bioactives is being driven by the broader nutrition industry, i.e. infant formula, sports nutrition, dietary supplements, clinical nutrition and functional foods.

The major players are the large dairy ingredient companies with significant technological depth and global market reach, e.g. Arla Foods, FrieslandCampina, Davisco, Glanbia, Fonterra and Morinaga/Milei. From the non-dairy area, DSM is the most prominent player marketing a couple of milk-derived bioactive peptides.

*"The dairy bioactive ingredient business is a high risk - high reward business area, as it takes considerable knowledge and resources in processing technologies, regulatory aspects including claims and marketing capability to be successful"* says Tage Affertsholt, Managing Partner in 3A Business Consulting.

The report is global in scope and covers a wide range of ingredients such as milk and whey hydrolysates, peptides, glycomacropeptides, caseinphosphopeptides,  $\alpha$ -lactalbumin,  $\beta$ -lactoglobulin, immunoglobulins, lactoferrin, osteopontin, milk phospholipids etc.

Report headlines are:

- Market size (volume and value) and expected growth
- Current applications and new product development trends
- Historical and current price developments
- Producer profiles
- Application and breakdown of end-use segments
- Drivers and barriers
- Regulatory issues
- Patent activity within the given product areas

*"Generally, bioactives addressing the current key health issues have excellent growth opportunities, and dairy-derived bioactives will be part of the solution in the future"*, says Tage Affertsholt.

**Scope and objectives:**

The main objective of this report is to provide the reader with an overview of the current and expected future global market for selected milk and whey fractions and peptides, based on a comprehensive assessment and characterisation of the market, as well as factors directly or indirectly affecting the commercial potential of the selected ingredients.

The areas, which are covered in this respect, are:

- Market size (volume and value) and expected growth
- Current applications and new product development trends
- Historical and current price developments
- Producer profiles
- Application and breakdown of end-use segments
- Drivers and barriers
- Regulatory issues
- Patent activity within the given product areas

The scope and focus of the report is the global market for the following dairy-derived ingredients:

- Hydrolysates
- Milk- and whey-derived peptides
- Lactoferrin
- Lactoperoxidase
- Colostrum/IgG
- $\alpha$ -lactalbumin
- $\beta$ -lactoglobulin
- Glycomacropeptides
- Caseinphosphopeptides

Other bioactive ingredients to include:

- Osteopontin
- Milk fat globule membranes
- Bovine serum albumin
- Milk phospholipids

For each ingredient activity in launched consumer products containing the ingredient has been tracked. Examples are included within the main body of the report, and a more complete listing is given in the Appendix.

**Country coverage:**

- Global

**Time frame:**

- 2009–2012

**Price**

- The report is available in an electronic and/or hardcopy version and is priced at EUR 4,700.00

**Timing**

- The report is published November 2009

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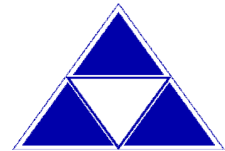
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## Appendix

A: Producer/Ingredients summary

B: Consumer product pictures per ingredient



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