Global UHT Milk Market Size, Share, Development, Growth and Demand Forecast to 2020 - Industry Insights by Segment (Whole, Semi-Skimmed, Skimmed), by Distribution Channel

Description: The increasing urbanization level and lack of refrigeration space are the key growth drivers for the global UHT milk market. The shifting consumer trends towards milk consumption and school milk programs in certain countries are laying growth opportunities for the market during the forecast period. The economic slowdown in Europe has been a major setback for the market in the region. However, with the recovering economy, the consumer confidence is being reinstated, which is also expected to improve the market conditions for manufacturers in the region. The large unorganized milk market in the developing countries and consumer concern for less nutritional value of UHT milk are the key restraints for the growth of the market. China was the major market globally in 2014, and its share is further expected to increase during the forecast period, owing to the increasing urbanization and growing apartment culture in the country.

The UHT milk containing 3.5%, 1.5%, and 0.1% fat is considered as whole, semi-skimmed, and skimmed respectively. Toddlers less than 2 years of age are one of the ideal consumers for whole UHT milk, as the whole UHT form of milk contains essential nutrients for providing growth to their body parts. The whole segment dominated among the segments in 2014, both in terms of value and volume. Among regions, Asia-Pacific dominated the global market in 2014 in terms of value; whereas in terms of volume, the market was led by Europe. However, Asia-Pacific is expected to become the largest market by 2020. Among the distribution channels, supermarkets and hypermarkets dominated the global sales in 2014.

Refrigeration is essential for food products that have higher propensity of bacterial development. Raw milk requires continuous refrigeration, till its consumption. The high cost of refrigeration, along with long power cuts in developing countries has encouraged customers to use food products that can sustain without refrigeration. UHT milk can be stored without refrigeration for 6 - 9 months. Moreover, the underdeveloped cold storage infrastructure in the developing countries also increases the importance of UHT milk.

With the increasing urbanization, the adoption of several trends related to lifestyle and well-being are in practice within the developing countries of Asia-Pacific, Middle East, and Africa. The growing apartment culture in countries, such as China and India is influencing the consumers to use products with larger shelf life. UHT milk accounts for approximately 60% share of the total milk consumption in China. With the fast pace of population growth in China, the UHT milk market of the region is also being propelled. The market in certain developed countries of Asia-Pacific is also increasing. The consumption of UHT milk in Australia is growing, which was only 10% in 2012.

The consumers' concern about less nutritional composition of UHT milk is one of the biggest restraints for the market growth. The processing of UHT milk requires ultra-high temperature (greater than 161 degrees Fahrenheit) that causes denaturation of whey protein in milk. Certain percentage of other important nutrition, such as riboflavin and thiamine is also lost during the processing and storage of UHT milk.


Global UHT Milk Market Breakdown
- By Segment - includes global market size of whole, semi-skimmed, and skimmed UHT milk
- By Distribution Channel - includes global market share of UHT milk across several distribution channels, such as supermarkets/hypermarkets, convenient stores, independent retailers, and others
- By Geography - includes market size of North America, Europe, Asia-Pacific, and Rest of the World (RoW)

Global UHT Milk Market Breakdown by Geography

North America UHT Milk Market
North America UHT Milk Market Breakdown by Country - U.S., Mexico, and Rest of North America.
- U.S. UHT Milk Market Size, by Segment
- U.S. UHT Milk Market Share, by Distribution Channel
- U.S. UHT Milk Market Share, by Company
- Mexico UHT Milk Market Size, by Segment
- Mexico UHT Milk Market Share, by Distribution Channel
- Mexico UHT Milk Market Share, by Company

North America UHT milk Market Breakdown by Segment

Europe UHT Milk Market
- Europe UHT Milk Market Breakdown by Country - France, Germany, Spain, Belgium, Italy, and Rest of Europe
  - France UHT Milk Market Size, by Segment
  - France UHT Milk Market Share, by Distribution Channel
  - France UHT Milk Market Share, by Company
  - Germany UHT Milk Market Size, by Segment
  - Germany UHT Milk Market Share, by Distribution Channel
  - Germany UHT Milk Market Share, by Company
  - Spain UHT Milk Market Size, by Segment
  - Spain UHT Milk Market Share, by Distribution Channel
  - Spain UHT Milk Market Share, by Company
  - Belgium UHT Milk Market Size, by Segment
  - Belgium UHT Milk Market Share, by Distribution Channel
  - Belgium UHT Milk Market Share, by Company
  - Italy UHT Milk Market Size, by Segment
  - Italy UHT Milk Market Share, by Distribution Channel
  - Italy UHT Milk Market Share, by Company

Europe UHT milk Market Breakdown by Segment

Asia-Pacific UHT milk Market
- Asia-Pacific UHT Milk Market Breakdown by Country - China, and Rest of Asia-Pacific
  - China UHT Milk Market Size, by Segment
  - China UHT Milk Market Share, by Distribution Channel
  - China UHT Milk Market Share, by Company

Asia-Pacific UHT Milk Market Breakdown by Segment

Rest of the World (RoW) UHT milk Market
- RoW UHT Milk Market Breakdown by Country - Brazil, South Africa and Rest of RoW
  - Brazil UHT Milk Market Size, by Segment
  - Brazil UHT Milk Market Share, by Distribution Channel
  - Brazil UHT Milk Market Share, by Company
  - South Africa UHT Milk Market Size, by Segment
  - South Africa UHT Milk Market Share, by Distribution Channel
  - South Africa UHT Milk Market Share, by Company

Rest of the World UHT Milk Market Breakdown by Segment

Contents:
1. Research Scope & Methodology
  1.1 Market Definition
  1.2 Market Scope
  1.2.1 Market breakdown by segment
  1.2.2 Market breakdown by geography
  1.3 Research Methodology and Sources
2. Executive Summary
2.1 Key Findings
2.2 Research Summary
2.3 Global UHT Milk Market Snapshot

3. Market Outlook
3.1 Introduction
3.1.1 Value chain analysis
3.2 Trends in the UHT Milk Market
3.2.1 Shift in trend of milk consumption
3.3 Factors Driving the Market and its Impact on Market Forecast
3.3.1 Lack of refrigeration space for majority of global population
3.3.2 Adoption of western culture in developing countries
3.3.3 Low priced private label UHT milk offered by supermarkets and hypermarkets
3.3.4 Impact analysis of drivers on market forecast
3.4 Factors Hindering the Market and its Impact on Market Forecast
3.4.1 Consumers’ concern about less nutritional composition of UHT milk
3.4.2 Large size of unorganized milk market
3.4.3 Impact analysis of restraints on market forecast

4. Global UHT Milk Market Size and Forecast
4.1 Global UHT Milk Market Breakdown by Segment
4.1.1 Whole UHT milk
4.1.2 Semi-skimmed UHT milk
4.1.3 Skimmed UHT milk
4.2 Global UHT Milk Market Breakdown by Geography

5. Global UHT Milk Market Breakdown by Geography
5.1 North America UHT Milk Market
5.1.1 North America UHT milk market breakdown by segment
5.1.2 North America UHT milk market breakdown by country
5.1.2.1 U.S. UHT milk market
5.1.2.1.1 U.S. UHT milk market breakdown by segment
5.1.2.1.2 U.S. UHT milk market share by distribution channel
5.1.2.1.3 U.S. UHT milk market share by company
5.1.2.2 Mexico UHT milk market
5.1.2.2.1 Mexico UHT milk market breakdown by segment
5.1.2.2.2 Mexico UHT milk market share by distribution channel
5.1.2.2.3 Mexico UHT milk market share by company
5.2 Europe UHT Milk Market
5.2.1 Europe UHT milk market breakdown by segment
5.2.2 Europe UHT milk market breakdown by country
5.2.2.1 France UHT milk market
5.2.2.1.1 France UHT milk market breakdown by segment
5.2.2.1.2 France UHT milk market share by distribution channel
5.2.2.1.3 France UHT milk market share by company
5.2.2.2 Spain UHT milk market
5.2.2.2.1 Spain UHT milk market breakdown by segment
5.2.2.2.2 Spain UHT milk market share by distribution channel
5.2.2.2.3 Spain UHT milk market share by company
5.2.2.3 Germany UHT milk market
5.2.2.3.1 Germany UHT milk market breakdown by segment
5.2.2.3.2 Germany UHT milk market share by distribution channel
5.2.2.3.3 Germany UHT milk market share by company
5.2.2.4 Italy UHT milk market
5.2.2.4.1 Italy UHT milk market breakdown by segment
5.2.2.4.2 Italy UHT milk market share by distribution channel
5.2.2.4.3 Italy UHT milk market share by company
5.2.2.5 Belgium UHT milk market
5.2.2.5.1 Belgium UHT milk market breakdown by segment
5.2.2.5.2 Belgium UHT milk market share by distribution channel
5.2.2.5.3 Belgium UHT milk market share by company
5.3 Asia-Pacific UHT Milk Market
5.3.1 Asia-Pacific UHT milk market breakdown by segment
5.3.2 Asia-Pacific UHT Milk Market Breakdown by Country
5.3.2.1 China UHT milk market
5.3.2.1.1 China UHT milk market breakdown by segment
5.3.2.1.2 China UHT milk market share by distribution channel
5.3.2.1.3 China UHT milk market share by company
5.4 Rest of the World UHT Milk Market
5.4.1 Rest of the World UHT milk market breakdown by segment
5.4.2 Rest of the World UHT milk market breakdown by country
5.4.2.1 Brazil UHT milk market
5.4.2.1.1 Brazil UHT milk market breakdown by segment
5.4.2.1.2 Brazil UHT milk market share by distribution channel
5.4.2.1.3 Brazil UHT milk market share by company
5.4.2.2 South Africa UHT milk market
5.4.2.2.1 South Africa UHT milk market breakdown by segment
5.4.2.2.2 South Africa UHT milk market share by distribution channel
5.4.2.2.3 South Africa UHT milk market share by company

6. Competitive Landscape & Product Positioning
6.1 Porter's Five Forces of Competitive Position Analysis
6.1.1 Bargaining power of buyers
6.1.2 Bargaining power of suppliers
6.1.3 Threat of new entrants
6.1.4 Intensity of rivalry
6.1.5 Threat of substitutes
6.2 Competitive Benchmarking

7. Company Profiles and Strategic Developments
7.1 Key Company Profiles
7.1.1 Nestle SA
7.1.1.1 Business overview
7.1.1.2 Product and service offerings
7.1.2 Groupe Lactalis S.A.
7.1.2.1 Business overview
7.1.2.2 Product and service offerings
7.1.3 Fonterra Co-Operative Group Limited
7.1.3.1 Business overview
7.1.3.2 Product and service offerings
7.1.4 Danone Group
7.1.4.1 Business overview
7.1.4.2 Product and service offerings
7.1.5 Grupo Lala, S.A.B. de CV
7.1.5.1 Business overview
7.1.5.2 Product and Service offerings
7.1.6 Sodiaal International, Société Anonyme (Sodiaal Group)
7.1.6.1 Business overview
7.1.6.2 Product and Service offerings
7.1.7 DMK Deutsches Milchkontor GmbH
7.1.7.1 Business overview
7.1.7.2 Product and service offerings
7.1.8 Inner Mongolia Yili Industrial Group Co., Ltd
7.1.8.1 Business overview
7.1.8.2 Product and Service offerings
7.1.9 China Mengniu Dairy Company Limited
7.1.9.1 Business overview
7.1.9.2 Product and service offerings
7.1.10 Devondale Murray Goulburn Co-operative Co. Limited
7.1.10.1 Business overview
7.1.10.2 Product and service offerings
7.2 Strategic Developments in the UHT Milk Market
7.2.1 Mergers and acquisitions
7.2.2 Production Expansion
7.2.3 Investment
7.2.4 Product Launch
List of Tables:
Table 1 Specific Primary and Secondary Sources Used For This Publication
Table 2 Global UHT Milk Market Snapshot
Table 3 Nutritional Losses During Processing and Storage of Pasteurized and UHT Milk
Table 4 Global UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 5 Global UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 6 Global UHT Milk Market Breakdown by Geography, Million Liters (2011 - 2014)
Table 7 Global UHT Milk Market Breakdown by Geography, Million Liters (2015 - 2020)
Table 8 North America UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 9 North America UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 10 North America UHT Milk Market Breakdown by Country, Million Liters (2011 - 2014)
Table 11 North America UHT Milk Market Breakdown by Country, Million Liters (2015 - 2020)
Table 12 U.S. UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 13 U.S. UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 14 U.S. UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 15 Mexico UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 16 Mexico UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 17 Mexico UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 18 Europe UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 19 Europe UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 20 Europe UHT Milk Market Breakdown by Country, Million Liters (2011 - 2014)
Table 21 Europe UHT Milk Market Breakdown by Country, Million Liters (2015 - 2020)
Table 22 France UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 23 France UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 24 France UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 25 France UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Table 26 Spain UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 27 Spain UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 28 Spain UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 29 Spain UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Table 30 Germany UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 31 Germany UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 32 Germany UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 33 Germany UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Table 34 Italy UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 35 Italy UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 36 Italy UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 37 Italy UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Table 38 Belgium UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 39 Belgium UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 40 Belgium UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 41 Belgium UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Table 42 Asia-Pacific UHT Milk Market Share, by Segment, Million Liters (2011 - 2014)
Table 43 Asia-Pacific UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 44 Asia-Pacific UHT Milk Market Breakdown by Country, Million Liters (2011 - 2014)
Table 45 Asia-Pacific UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Table 46 China UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 47 China UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 48 China UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 49 China UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Table 50 Rest of The World UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 51 Rest of The World UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 52 Rest of The World UHT Milk Market Breakdown by Country, Million Liters (2011 - 2014)
Table 53 Rest of The World UHT Milk Market Breakdown by Country, Million Liters (2015 - 2020)
Table 54 Brazil UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 55 Brazil UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 56 Brazil UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 57 Brazil UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Table 58 South Africa UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Table 59 South Africa UHT Milk Market Breakdown by Segment, Million Liters (2011 - 2014)
Table 60 South Africa UHT Milk Market Breakdown by Segment, Million Liters (2015 - 2020)
Table 61 South Africa UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)

List of Figures:
Fig 1 Research Scope For Global UHT Milk Market
Fig 2 Research Methodology For Global UHT Milk Market
Fig 3 Value Chain Analysis of Global UHT Milk Industry
Fig 4 Drivers For The Market: Impact Analysis (2015 - 2020)
Fig 5 Restraints For The Market: Impact Analysis (2015 - 2020)
Fig 6 Global UHT Milk Market Size by Segment, $M (2011 - 2020)
Fig 7 Global UHT Milk Market Size by Geography, $M, (2011 - 2020)
Fig 8 Global UHT Milk Market Size, by Geography
Fig 9 North America UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Fig 10 North America UHT Milk Market Share, by Country, in Terms of Value (2014 and 2020)
Fig 11 U.S. Liquid Milk Sales by Type, Million Pounds (2010 - 2014)
Fig 12 U.S. UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Fig 13 Mexico Liquid Milk Production, Million Liters (2010 - 2014)
Fig 14 Mexico UHT Milk Market Share, by Distribution Channel, in Terms of Value (2014 and 2020)
Fig 15 Mexico UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 16 Europe UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Fig 17 Europe UHT Milk Market Share, by Country, in Terms of Value (2014 and 2020)
Fig 18 France UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 19 Spain UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 20 Germany UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 21 Italy UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 22 Belgium UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 23 Asia-Pacific UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Fig 24 Asia-Pacific UHT Milk Market Share, by Country, in Terms of Value (2014 and 2020)
Fig 25 China UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 26 Rest of The World UHT Milk Market Share, by Segment, in Terms of Value (2014 and 2020)
Fig 27 Rest of The World UHT Milk Market Share, by Country, in Terms of Value (2014 and 2020)
Fig 28 Brazil UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 29 South Africa UHT Milk Market Share, by Company, in Terms of Value (2014)
Fig 30 Porter's Five Forces of Competitive Position Analysis
Fig 31 Competitive Positioning of Segments of The Global UHT Milk Market
Fig 32 Market Share of Major Countries in The Global UHT Milk Market, in Terms of Value (2014 and 2020)

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