



Dairy in Australia

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IntroductionDatamonitor's Product Insights: Dairy in Australia report is a detailed information resource covering all key aspects of new product launch trends prevalent in the Australian dairy market. It provides insights using and analyzing information from Datamonitor products, such as Product Launch Analytics and Market Data Analytics, and is a snapshot of information at a point in time.**Features and benefits**Examines new product launches in the Australian dairy market, segmented by key categories.Contextualizes Australia in new product launches globally.Identifies the key players in the market that are leading new product launches.Provides analysis of new product launches by leading flavors, claims, packaging, and price points.**Highlights**Australia, with a 2% contribution, ranked 13th in terms of new product launches in 2010. However, it ranks third in terms of world dairy trade, accounting for a 10% share in 2010 just behind New Zealand and the European Union.The Australian dairy market is dominated by international players like Kirin (Japan), Parmalat (Italy), and Fonterra (New Zealand) in terms of sales value. Moreover, private label players also play a major role in the market, as is evident from a cumulative share of 23% (of retail sales) in the dairy market in 2010.**Your key questions answered**What are the key trends driving consumption in the market that can be leveraged to boost sales?What product development/positioning strategies can be adopted to tap various consumer segments?How are the key players responding to various consumer dynamics and how can a player achieve differentiation in the category?

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