

What's in store for dairy this year?

To sell more milk or yogurt, add full-fat varieties. To sell more cheese, start making quark and farmer varieties. And ban the bland. Consumers want savory flavors.

Absence of allergens, fat are top claims on dairy products

Low/no/reduced allergen	20.1%
Low/no/reduced fat	19.7%
Ethical, eco-friendly packaging	15.8%
No additives, preservatives	14.9%
Gluten-free	14.5%

Top claims made by new dairy products, 2012 to 2015, as reported by Mintel Group

4.9%

That's the rate of growth in sales of whole-fat milk. Fat-free sales decreased 13.3%. Still, reduced fat milks (1%, 2% and nonfat) outsell whole milk. Likewise, whole-fat yogurt sales increased 16.3% as reduced-fat product sales fell 14.9%. Again, low-fat yogurts outsell full-fat varieties.

Source: IRI Custom DMI Market Advantage Database for the period Jan. 1 to July 10, 2016.

Welcome to Flavor Country

"American" and "Southern" food are the most popular types among all age groups. The younger generations also have a taste for ethnic dishes. Among Generation Z (born in the late 1990s), 25% are interested in Indian food and 23% in Vietnamese food. In Generation Y (1977 to 1995), 20% are interested in Indian food and 16% in Vietnamese, according to Datassential. Below are food trends identified by McCormick:

- Heat meets tangy
- Tropical Asian (Malaysia and the Philippines)
- Herbs and spice blends with good-for-you ingredients
- Pulse proteins (lentils, beans, chickpeas)
- Ancestral flavors in modern dishes
- Culinary-infused drinks

233%

is how much sales of quark the cheese (not the subatomic particle) grew in a year. Rounding out the top 10 in cheese types are:

Farmer	79.3%
Asadero	31.8%
Manchego	25.2%
Other Hispanic	24.7%
Queso Quesadilla	22.6%
Gouda	21.2%
Fontina	15.9%
Oaxaca	14.6%
Fresh Mozzarella	14.4%

Source: IRI/DMI/Wisconsin Milk Marketing Board

All information is drawn from "What's in Store 2017" published by the International Dairy-Deli-Bakery Association, Madison, Wis.

