



Dairy in the US

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IntroductionDatamonitor's Product Insights: Dairy in the US report is a detailed information resource covering all key aspects of new product launch trends prevalent in the US 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 US dairy market, segmented by key categories.Contextualizes the US in new product launches globally.Identifies the key players in the market leading new product launches.Provides analysis of new product launches by leading flavors, claims, packaging, and price points.**Highlights**The US, with a 12% contribution, leads the global dairy market in terms of new product launches. The overall contribution from dairy categories remained consistent over 2008–10.The US dairy market is highly fragmented, with Kraft Foods dominating the market in terms of sales value. The bulk of products were launched by private label players. These continue to be the clear leaders in the US dairy market, growing rapidly from a 14% contribution in 2009 to a 21% contribution to new product launches 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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