



# Dairy in the UK

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## **Dairy in the UK** Datamonitor

**Introduction**Datamonitor's Product Insights: Dairy in the UK report is a detailed information resource covering all key aspects of new product launch trends prevalent in the UK 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 UK dairy market, segmented by key categories.Contextualizes the UK in the new product launches globally.Identifies the key players in the market that are leading the new product launches.Provides analysis of the new product launches by leading flavors, claims, packaging, and price points.**Highlights**The UK dairy market had close to 500 new product launches and ranked seventh globally in terms of new dairy product launches in 2010.In 2010, new product launches in the UK dairy food market were led by the yogurt category, which accounted for nearly one out of every three launches. It was followed by chilled desserts, which accounted for a quarter of new product launches.New launches in the country were mainly driven by increasing health and price consciousness. Consumer concern for environment led to innovative eco-friendly packaging formats.**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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