

# Know Your Herd: The Rise of Local Dairy Products

December 2020

Table of Contents

## INTRODUCTION

Scope

Key findings

## WHAT IS LOCAL

What exactly makes a product local?

Food localism: defining a framework

## LOCAL AS A SUCCESS FACTOR

“Local” fits dairy like a glove

Country of origin is top of mind for consumers

The rise of local dairy is a direct challenge to global powerhouses

Combination is key ... and easily replicable

Premiumisation through local ingredients

Reprioritising the shift to a local supply chain

Unlocking real local impact: Abbott’s shared value initiative

Regionalwert AG: transforming into sustainable agriculture

Leveraging local aspects of a global player via marketing

## A MORE LOCALISED FUTURE FOR DAIRY

Sustainability and health: key reasons to choose local

Online offer reflects the search for local products

How far can local go? The case of single origin milk

Declaration of origin: protectionism or transparency?

Key takeaways: the future of local dairy

## APPENDIX

About Via Online Tracking from Euromonitor International

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/know-your-herd-the-rise-of-local-dairy-products/report](http://www.euromonitor.com/know-your-herd-the-rise-of-local-dairy-products/report).