

Consumer Trends: Dairy Market Trends in France, Spain and Germany

DALLAS (PRNewswire) — RnRMarketResearch.com offers Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the French Dairy Food Market, Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Spanish Dairy Food Market and Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the German Dairy Food Market 2014 industry research reports in its store.

Understanding Consumer Trends and Drivers of Behavior in the French Dairy Food Market report says a desire for Indulgence is the primary driver of dairy consumption in France, motivating 30.6% of the market by volume. French consumers desire local and regional Cheeses due to the heritage quality they offer and French consumers look to Milk to meet the nutritional needs of their age and life stage. A large population of working mothers seeks on-the-go snacks and meal solutions for them and their families. France's aging population will drive demand for fortified Yogurts. Complete report is available at <http://www.rnrmarketresearch.com/consumer-trends-analysis-understanding-consumer-trends-and-drivers-of-behavior-in-the-french-dairy-food-market-market-report.html> [1] .

Understanding Consumer Trends and Drivers of Behavior in the Spanish Dairy Food Market report says age-specific dairy products are a growing phenomenon in the Spanish Dairy market that support health concerns of different age groups. Hectic lives leading to time-scarcity will continue to influence the Dairy Food consumption in Spain as consumption of Dairy products among Spaniards was driven by pursuit of pleasure and Indulgence. High quality Dairy products that give good health benefits will continue to have an influence on consumption behavior. Complete report is available at <http://www.rnrmarketresearch.com/consumer-trends-analysis-understanding-consumer-trends-and-drivers-of-behavior-in-the-spanish-dairy-food-market-market-report.html> [2] .

Understanding Consumer Trends and Drivers of Behavior in the German Dairy Food Market report says German consumers select Dairy products based on their ability to meet life-stage related and age-specific needs. German consumers aged 55 and over are the key consumers of Dairy products and consumption of Dairy products among Germans is driven by the pursuit of pleasure and indulgence. Price-conscious German consumers are seeking Dairy products offering good value. Complete report is available at <http://www.rnrmarketresearch.com/consumer-trends-analysis-understanding-consumer-trends-and-drivers-of-behavior-in-the-german-dairy-food-market-market-report.html> [3] .

Market Context and Demographic cohort consumption patterns discussed in this Consumer Trends Analysis: Understanding Consumer Trends and Drivers of

Behavior in Dairy Food Market Research Reports cover:

France: Health, Convenience, and a desire to indulge are the key factors driving Dairy consumption. The French Dairy Food market has a value of EUR18.1 billion and will witness moderate sales growth over the next five years. Milk comprises over 40% of the French Dairy market volume. There were 69.8 billion Dairy Food occasions in France in 2012, with the highest number per person witnessed among Kids and Babies. The French Dairy Food market is the fourth largest globally by value. Across the globe, French consumers have the highest number of per capita Dairy occasions. Order a copy of the report titled Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the French Dairy Food Market at <http://www.rnrmarketresearch.com/contacts/purchase?rname=166396> [4] .

French women consume slightly more Dairy products than men. Consumers between 25 and 34 years of age are under-consuming Dairy products while those aged 55+ continue to over-consume. There is a similar consumption frequency pattern among men and women in France. Kids and Babies are 'heavy frequency' consumers of Dairy products.

Germany: Health, Value, and Indulgence are the key factors driving Dairy consumption in Germany. The German Dairy Food market has a value of US\$20.6 billion and is forecast to witness accelerated sales growth over the next five years. Milk accounts for almost half of all Dairy consumption volume. There were over 88.1 billion Dairy Food occasions in Germany in 2012, with total consumption higher among Older Consumers. The Dairy market in Germany is set to become the second largest in Europe, after France, by 2018. Order a copy of the report titled Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the German Dairy Food Market at <http://www.rnrmarketresearch.com/contacts/purchase?rname=165011> [5] .

German women consume more Dairy products than their male counterparts. Older Consumers are marginally over-consuming Dairy products, indicating opportunities to focus on healthy products. Young Adults and Pre-Mid-Lifers are under-consuming in Dairy due to Busy Lives and budget constraints. Kids and Babies, Tweens and Early Teens, and consumers aged 55 and over are 'heavy frequency' consumers of Dairy products.

Spain: Age Specific Needs and Indulgence are some of the drivers driving Dairy Food consumption in the US. The Spanish Dairy market has a value of EUR 8.2 billion and is forecast to witness steady growth over the next five years. The Milk category accounts for the largest volume share in the Spanish Dairy market. There were over 34.2 billion Dairy Food occasions in Spain in 2012, with consumption higher among Older Consumers. In volume terms, the Dairy Food market in Spain is one of the smallest across the globe. Order a copy of the report titled Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Spanish Dairy Food Market at <http://www.rnrmarketresearch.com/contacts/purchase?rname=165012> [6] .

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Women in Spain consume more Dairy products compared to men. Kids and Babies and Older Consumers over consume Dairy Products in Spain compares to other cohorts. Heavy Frequency consumption of Dairy Food in Spain is marginally higher among women compared to men. Consumers aged between 0-15 years are Heavy Frequency consumers of Dairy Food in Spain.

Explore more [reports on the dairy products market](#) [7] and others by Canadean at <http://www.rnrmarketresearch.com/publisher/Canadean.html> [8] .

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Links:

[1] <http://www.rnrmarketresearch.com/consumer-trends-analysis-understanding-consumer-trends-and-drivers-of-behavior-in-the-french-dairy-food-market-market-report.html>

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