

Report: Russia Lacks Dairy Products Aimed Towards Elders

Canadean

Dairy products are a part of traditional food in Russia and have deep roots in consumption patterns, with products such as milk, kefir, sour cream, and cottage cheese being regular part of the diet, says a new report from Canadean.

While one of the main reasons driving Russian dairy market is indulgence, dairy products can boast such age-aligned attributes as calcium for bone strength, protein for muscle mass and maintaining gut health, which match age-aligned needs not just for youngsters, but older consumers as well. Currently, the Russian dairy market offers many products targeted at younger generation; at the same time, there is lack of products specifically targeting those aged 55+, who consume dairy due to the habit rather than health and age-aligned reasons.

Manufactures should emphasise healthy attributes of dairy

According to the International Osteoporosis Foundation, only half of those in Russia with the condition knew that dairy is the main source of calcium, while 36 percent believe that dairy causes damage for older people. As a result, manufacturers should consider using packaging, advertising, and campaigns to educate consumers about the osteoporosis and dairy's role in averting it. According to Veronika Zhupanova, analyst at Canadean, "With careful marketing, manufacturers should encourage older consumers to increase frequency of dairy consumption as a part of healthy and active life-style." Moreover, age imposed needs motivate 15.6 percent of total dairy consumption of \$15.4bn market. However, if the manufacturers can communicate the importance of dairy in old consumers' diets, the influence is likely to increase.

The importance of Vitamin D will increase

However, consuming rich in calcium dairy may not be enough as calcium requires vitamin D to facilitate its absorption. A significant proportion of Russia's territory, especially in the north, has low insolation in winter, which puts its population at risk of lack of vitamin D. To prevent this, manufacturers should launch dairy products rich both in calcium and vitamin D. As an example, Russian manufacturer Valio launched ProFeel range of Yoghurt Shakes which contain vitamin D and less sugar, and are targeted at consumers who lead a healthy lifestyle. According to Zhupanova, "Producers will benefit from launching seasonal editions, providing they educate consumers about the necessity of diet change during winter-time."

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