

DAIRY MARKET GLOBAL TRENDS

Who is Synerlink? Synerlink is one of the company of the Barry Wehmiller family. Active in the dairy market packaging industry for more than 40 years and offering equipment solutions to hundreds of yogurt, milk, RINGS (milk alternatives), cheese, butter, jams, preserves, oils, meats, sauces, beverages and edible oil producers around the world.

Our long experience in the industry gave us insights into the market and allows our market experts to identify the major trends and megatrends in the dairy industry. We collected the most relevant ones in this infographic.



END CUSTOMER TRENDS DICTATE THE BRAND PORTFOLIO

Demand drives production in the Dairy industry, but there are clear needs that arose in the past years and that are here to stay

DEMAND OF PRODUCT DIVERSIFICATION

Increasing brand portfolios to offer new products such as: premium products, multipurpose products (health boosters), dairy alternatives



PRO-TIP
Look for partners that help you with flexible choices to adapt to your consumer trends

SUPPLY CHAIN LOCALIZATION AS A USPs

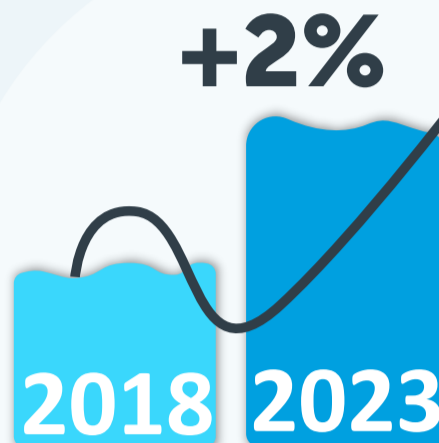
Consumers are drawn towards local brands.

A recent study in KSA showed a

69%

for local dairy products preference among consumers

SCALABILITY IS A MUST TO MEET INCREASING DEMAND AND COMPETITOR CONCENTRATION



South African Dairy industry expected compounded growth²

The output demand increases in an already very concentrated market

MARKET MEGATRENDS ARE DICTATING THE WAY TO A GREENER AND SAFER FUTURE

The direction taken by governments and regulatory bodies is arising from consumers needs and finally dictating the way dairy producers behave



ENVIRONMENT INTRINSIC INTO PACKAGING CHOICES

More and more companies have sustainability goals

US Dairy industry

-25% green-house emissions³

European Union

0-net emissions⁴

2025
AIMS OBJECTIVES

PRO-TIP

Look for partners that can help you with reliable solutions and that have in-depth knowledge of the materials and the markets



GOVERNEMENTS TO STOP GREENWASHING

The EU is asking all green claims to be substantiated by companies according to the **European Green Deal**⁵



FOOD SAFETY CERTIFICATE ARE STANDARD

Hygiene and food safety certificates are **not a competitive advantage** anymore, but are **A STANDARD** and/or compulsory for most business and countries

TRENDS THAT IMPACT ROI

OPERATORS WELL-BEING GETTING THE DESERVED RECOGNITION



Increasing importance is being given to **ergonomic machinery designs** by companies and regulatory bodies highlighting its benefits on **employee well-being** and **productivity**

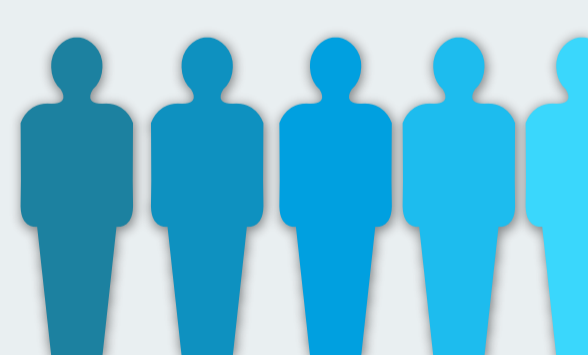
There are many factors impacting CAPEX, OPEX and finally ROI. As the market evolves, so do the bigger trends that affect your ROI



PRO-TIP

Look for partners with experience in manufacturing, a strong people culture and a constant eye on innovation

SKILLED LABOR TURNOVER AS THE GREAT RESIGNATION CONTINUES



More than **4.4 million** quits in the US in february 2022.

The trend is also cascading to other countries and economies, impacting all levels of the dairy production chain

AUTOMATION DRIVES UNIT LABOR COSTS DOWN

Automation can drive costs, especially when unit labor costs increases



+30%

increase in unit labor costs in the US in the past 2 years⁶

RESOURCES

- [1. https://www.ers.usda.gov/amber-waves/2020/december/plant-based-products-replacing-cow-s-milk-but-the-impact-is-small/](https://www.ers.usda.gov/amber-waves/2020/december/plant-based-products-replacing-cow-s-milk-but-the-impact-is-small/)
- [2. https://www.sciencedirect.com/science/article/pii/S187705092100329X?ref=pdf_download&fr=RR-2](https://www.sciencedirect.com/science/article/pii/S187705092100329X?ref=pdf_download&fr=RR-2)
- [3. https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1002.660&rep=rep1&type=pdf](https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1002.660&rep=rep1&type=pdf)
- [4. https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en)
- [5. https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en)
- [6. https://data.bls.gov/pdq/SurveyOutputServlet](https://data.bls.gov/pdq/SurveyOutputServlet)

MEET THE EXPERT



Fabien JEGO

With an industrial design education, Fabien has been the Design Leader for Synerlink's industrial packaging team for 10 years; Throughout his career, he has developed a broad selection of products thanks to his acute commercial sensibility.



MORE INFORMATION

We know this is not enough .

There is much more to say and we would love to discuss about it with you, you can always contact us to schedule a call.



Contact us