

# Milk Allergies and the Rise of Non-Cow Dairy

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## SPOTLIGHT ON MILK ALLERGIES

Around one quarter of the population suffer from allergies

Consumers who follow a strict dairy-free diet remain a small minority

Digestion and health: key demand drivers for dairy-free diets

Understanding market nuances is key for a successful positioning

## RISE OF NON-COW ALTERNATIVES

A2 milk and non-cow's milk to target consumers with milk allergies

France and Spain: bright future ahead in goat milk

Bubs Australia: a success story in goat milk formula

Tailspring: goat milk diversifies into pet food

Sheep-based dairy can follow in the footsteps of goat dairy

Spotlight on plant-based alternatives with non-allergenic ingredients

"No soy" and "no milk" key allergy-friendly claims in plant-based dairy

Lactose and gluten-free claims: key part of Ripple's positioning in the US

Plant-based baby milk with allergy-friendly ingredients top of the agenda

## FUTURE OUTLOOK

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New paths to allergy prevention

Key takeaways

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