

**INNOVATIONS IN DAIRY PRODUCTS**  
**DEVELOPING HEALTHY, FUNCTIONAL DAIRY**  
**PRODUCTS THROUGH REFORMULATION AND NEW**  
**INGREDIENTS: APPEAL FOR GLOBAL CONSUMERS**

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***ABSTRACT***

This article focuses on consumer outlook towards innovative products in dairy industry. At present there is an increasing demand for a healthy lifestyle and general well-being among consumer because of this reason food and drink manufacturers are provided with lot of opportunities to reformulate or reposition their products to meet the demand of consumers for their healthy life style. Among functional food milk and milk product got important place that impels the consumer to think about new beverages in new packing style so dairy manufacturers find out the opportunities in market and make milk and milk products as a obvious choose for the consumer when they think about the healthy food and drinks .Through innovation dairy manufacturer can improve their competitive advantage for face the tough competition in worldwide and support for healthy society.

Keywords: Innovation, consumer attitude, competitive advantage, functional food

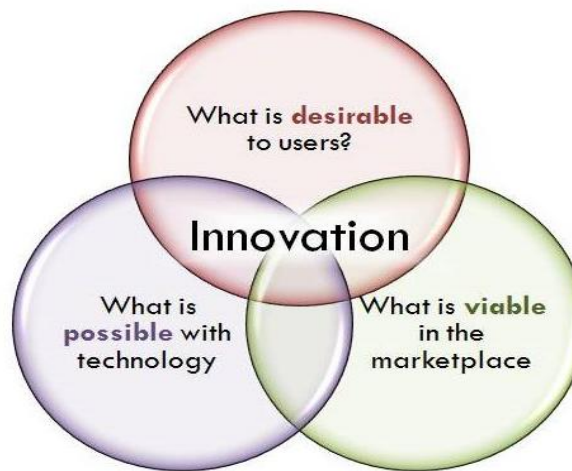
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## INTRODUCTION - INNOVATION

Innovation is the development of new customer value through solutions that meet new needs, unarticulated needs, or old customer and market needs in new ways. This is accomplished through different or more effective products, processes, services, technologies, or ideas that are readily available to markets, governments, and society. Innovation differs from invention in that innovation refers to the use of a better and, as a result, novel idea or method, whereas invention refers more directly to the creation of the idea or method itself. Innovation differs from improvement in that innovation refers to the notion of doing something different (Lat. innovare: "to change") rather than doing the same thing better.



## DIMENSION OF INNOVATION

### Innovation as novelty

If we are interested in the object dimension of innovation, then we focus on the added values of certain products, processes or services. Innovation is always expressed by better technological solution accepted by society. Novelty is just a consequence of innovations' practical implementation. Innovation is always novel. But the key parameter of innovation is an added value for the user.

### Innovation as change

When examining the time dimension of innovation, we are no longer interested in new objects but rather in new processes (that might also lead to new objects). In this context, innovation refers to transformation, diffusion and ultimately changes.

### **Innovation as advantage**

In its social dimension, innovation refers to the creation of new forms of advantage in terms of innovative address management (e.g. the use of preferable new or attractive signs in order to stand out from the crowd) or of the realization of advances.

### **OBJECTIVES OF THE STUDY**

This paper attempts to analysis the benefit of innovation for the business, for the consumer, for the society in various ways and also the future scope for innovation in dairy industry Simply the objectives of this article or study as follows,

- ❖ To know the need of innovation in dairy industry
- ❖ To analysis the acceptance level of consumer towards innovation in dairy industry
- ❖ To assess the benefit derived by consumer and manufacturer through innovation
- ❖ To know the potential area for innovation
- ❖ To Assess the consumer attitude towards innovation in dairy industry

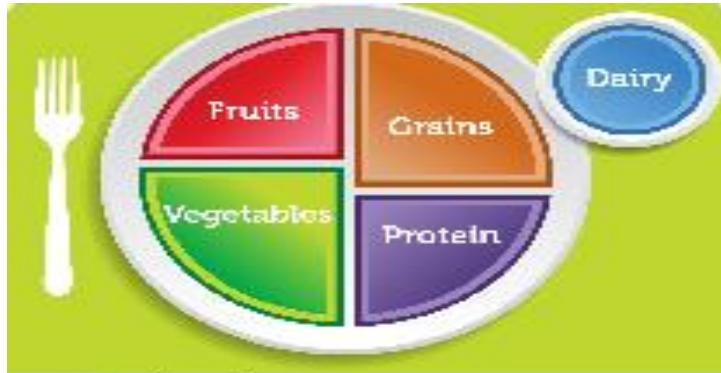
### **WHY -INNOVATION IN DAIRY INDUSTRY?**

Dairy industry remains a key force in driving Indian economy and dairy industry products acknowledge the demands and preferences around the world by the consumers. Among ten top milk producers India got second place because of its quality and production capacity. We are live in environment that create an increasing demand for a healthy lifestyle and general well-being among consumer simply now a days consumer are health consciousness and they encourage innovation that give benefit for individual and society in all sector particularly in food and drink industry. So dairy manufacturers find out the opportunities in market and make milk and milk products as an obvious choose for the consumer when they think about the healthy food and drinks .Through innovation dairy manufacturer improve their competitive advantage for face the tough competition in worldwide.

### **INTERNATIONAL OVERVIEW**

Now a day, All over the world, milk act as essential item in break fast and dinner to delivering functional ingredients that assists health and wellness of consumer. i.e. Milk is accepted as universal beverage. Today consumer are aware about their health by Health professionals, educators, and journalist's information through various media when we ask about functional

food that support the consumer health the milk comes in the third place and milk product eleventh place in the consumer mind



“TOP Functional Foods “Named by Consumers

- Fruits and vegetables
- Fish, fish oil, seafood
- Milk
- Whole grains
- Fiber
- Oats, oat bran, oatmeal
- Green tea
- Meat, red meat
- Water
- Herbs/spices
- Dairy (other than milk)
- Cereal
- Nuts
- Juice

Dairy and dairy related product manufacturers can learn a great deal from their counterparts overseas. Am I thirsty? Am I hungry? Do I need an energy boost? What’s close at hand? Those are just some of the questions today’s consumers ask themselves when they reach for a beverage. Right now the answers often guide them to choose soda, juice or water. Through innovation the

dairy manufacturer change the trend that is change milk and milk based product as choice of consumer instead of soda juice etc

### **TOTING UP THE VALUE OF MILK THROUGH INNOVATION**

The time is now for milk processors to invest in product, process, package style and promotion innovations—just as other beverage manufacturers are doing. Milk Consumption can increase if the dairy industry make an innovative things in the above areas, for this we need to better understand consumer's needs and preferences towards beverages and value added milk on their changing lifestyle and nutritional requirement.

### **WHEN AND WHAT INNOVATION THAT CONSUMER WANTS IN MILK?**

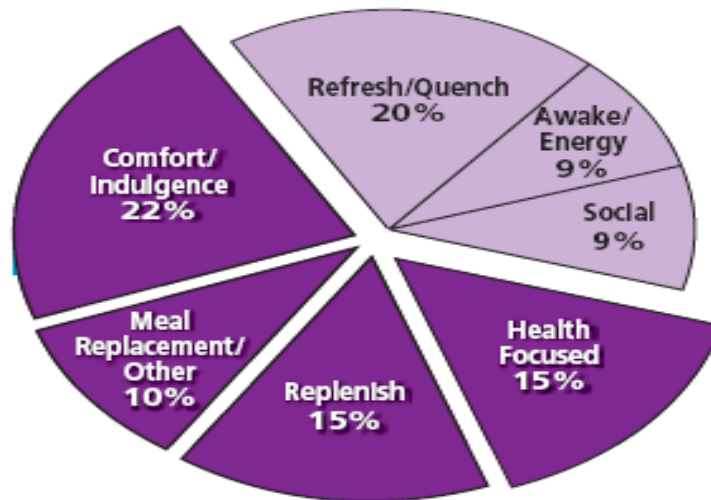
#### **“WITHOUT INNOVATION, THERE IS NO GROWTH”**

Milk processors must understand that future growth will not come from sales of milk with low-fat and non fat white milk sold through traditional supermarkets. Because today's consumers are presented with an endless array of beverages choices in every home milk and milk beverage is an essential drink when eating a meal, eating a snack and after exercising. Health considerations likely to play a major role in consumption of milk and milk beverages .With regard to health, most of the consumer says they drink milk for the calcium and vitamin D, and because it is healthy and nutritious. Likewise, some consumer rate calcium, vitamin D, protein, vitamin A, fat content and potassium as being important or very important nutritional aspects of milk. In this way consumer consume milk for different reason in different occasions. We should analysis and know who is consuming certain types of beverages at specific occasions and why they have chosen that beverage. We also know the percent of consumers open to choosing a value-added milk beverage instead of the beverage they currently are drinking

The chart represent the different need for beverage from the above seven need-states, four need states having great potential in the market

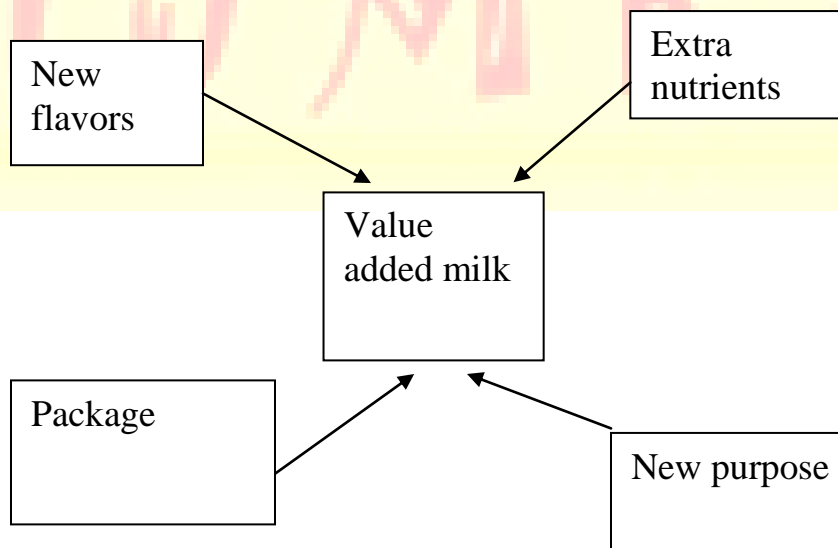
- ❖ Indulgence
- ❖ Meal replacement

- ❖ Health focused
- ❖ Replenish



These are the segments where milk has a significant opportunity to gain share, and together, they represent 62% of total beverage consumption. Dairy manufacturer has to take necessary steps to add value to milk in the areas like new flavor, Extra nutrient, and new purpose and also in packing style that will give more strength for them to compete successfully against other beverages.

**TOTING UP THE VALUE OF MILK**



When dairy manufacturer concentrate on these areas or improvised on these areas they will get more opportunities in market in world wide. By investing in innovation, making milk a convenient beverage for today's consumers' active lifestyles.

## INNOVATION IN DISTRIBUTION

### *INNOVATIONS IN PACKAGING TECHNOLOGY WITH A "ECO- FRIENDLY"*

#### **Innovation in packing style**

Let's think about the distribution strategies for the busy lifestyles, milk and milk beverages in plastic pack have made our traditional packaging style .If we offer innovation in packing that will give new channel for market and overcome the obstacles in distribution .innovative packing style is greatly helpful for consumer in their purchasing , usage and in storing.All over the world consumers are increasingly looking for healthy, functional products that can assist them with achieving a specific lifestyle or physical or mental objective. There is evidence that consumers are willing to pay a premium for added benefits . . . for value. "Consumers today are becoming increasingly aware of the effects that food and drink have on their bodies and minds all the research shows that consumers want convenient, healthy and tasty products if dairy manufacturer's provide milk and milk beverage in new packing that will create a new market for them in the oversea. The following are some of innovation in packing style model

**Tetra Pak**



**Bio-degradable bag-pack**





## CONCLUSIONS

This study confirms that findings about foods and beverages that provide added benefits and reveals some new trends in consumers' attitudes, beliefs, and behaviors about food and health. At present consumers are aware about functional foods and how they are involved in a personalized nutrition plan that incorporates these foods can help optimize health and reduce the risk of disease. Accordingly, consumers are most aware of food/health benefit associations related to their greatest health concerns of cardio vascular disease, weight maintenance, and cancer etc. However, consumers more easily identify whole foods that are generic in nature and fall into a wide spectrum of non-descript categories such as vegetables, "fruits", or "dairy foods." In this the right time for dairy manufacturers to introduce innovation in their production process, distribution and package style for the convenience of transportation that will promote their industry as well as the national income. Simply there is no limit for innovation milk processors should take note—there are a lot of untapped opportunities awaiting them in areas like process, value added and packing



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