

THE FUTURE OF DAIRY

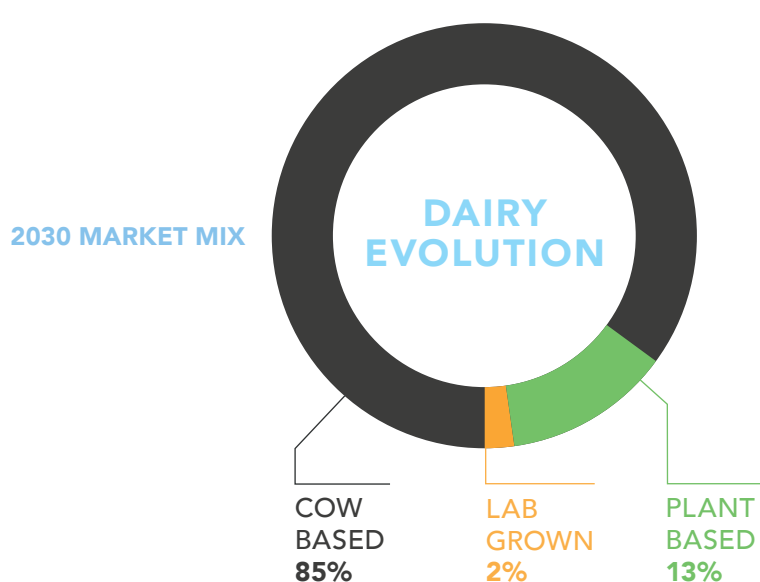
New research conducted in collaboration with Lund University develops four scenarios for the dairy industry in 2030.



01. DAIRY EVOLUTION

No major surprises; current trends continue with only incremental changes.

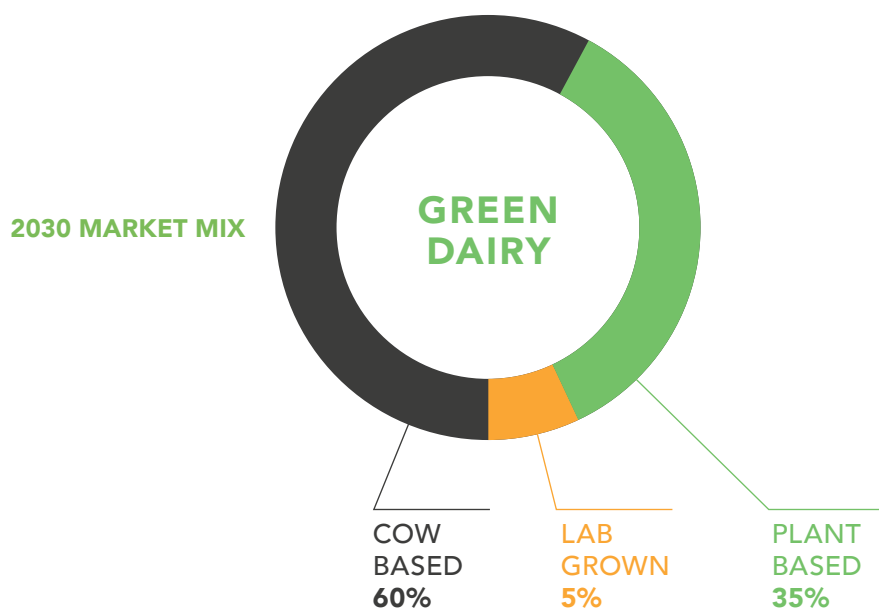
- Only incremental environmental improvements.
- Low technological transition.
- Continued consolidation towards mega factory farming.
- Continued, moderate plant-based growth.
- Fermentation/lab-based protein remains niche.
- Increased global milk movements to meet demand in dairy deficit countries.



02. GREEN DAIRY

Marked by strong socio-environmental restrictions, driving the dairy industry to invest heavily to reduce carbon footprint – the main driver for this scenario.

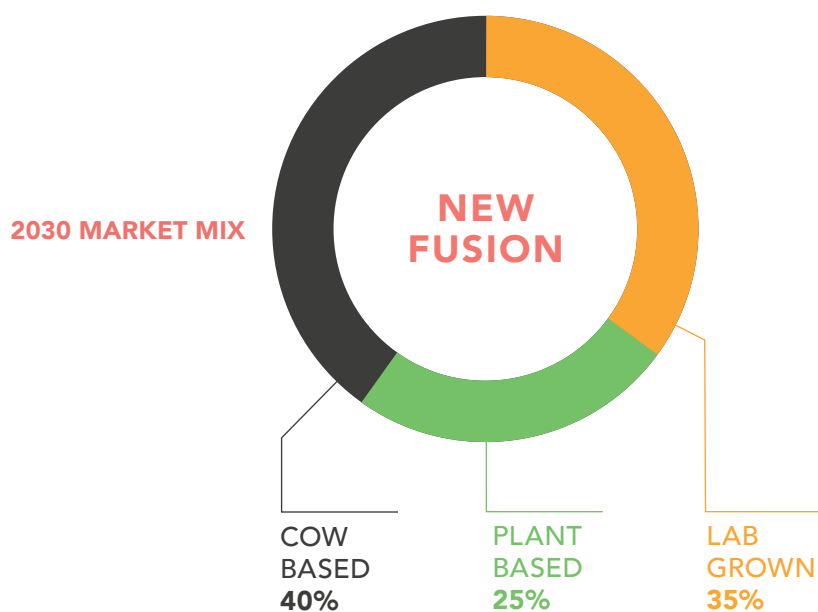
- Technological transition is low.
- Only a few mega factory farms remain after major changes to subsidy regulations plus new animal-based food taxation and stricter welfare policies.
- Cost increases lead to higher cow-based dairy prices, especially butter and cheese.
- Strong plant-based growth.
- Fermentation-based dairy protein remains a premium niche but faces consumer resistance due to unsolved GMO issues.



03. NEW FUSION

Dominated by innovative technologies and processes. Novel combinations of proteins from different sources.

- Only weak incremental environmental improvements.
- Fermentation-based dairy companies reach mass-market scalability.
- Drinking milk is the “last bastion” for conventional dairy.
- Artisanal/premium dairy and cheese continue to thrive.
- Moderate plant-based growth despite advances in nutritional profile and texture.
- Fusion products combine “three worlds” of animal, plant and lab-based proteins to create thriving new personalised nutrition segment.



04. BRAVE NEW FOOD

Combines both strong socio-environmental restrictions and high technological transition. Environmentally engineered and intelligence-driven achievements.

- Very few mega factory farms remain, due to technological and regulatory pressure.
- Artisanal/premium dairy and cheese continue to thrive.
- Cultured dairy protein production is cost-effective and reaches mass market scalability.
- Highly functional cultured liquid milk emerges due to cost advantages over heavily taxed animal-based products.
- Strong plant-based growth based on nutritional sustainability, improved taste and texture, as well as policy “nudges”.

