



Introduction

A2 milk is a type of milk that only contains β -casein A2, which is produced exclusively by homozygous cows with natural A2A2 genetics.

Aims

- To carry out a consumer research of A2 milk and dairy products in Catalonia
- To carry out a consumer research of A2 milk and dairy products in the international market

Conclusions

- There is a demand for A2 milk in Catalonia
- Willingness to pay 10% more for A2 milk and yoghurts
- Important in purchase: distinctive labelling, origin and health benefits for an easier digestibility
- Target: women from variable ages
- Main A2 products in Spain: milk and yoghurts

Results

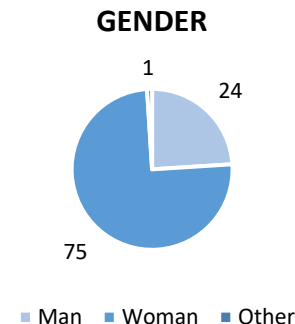
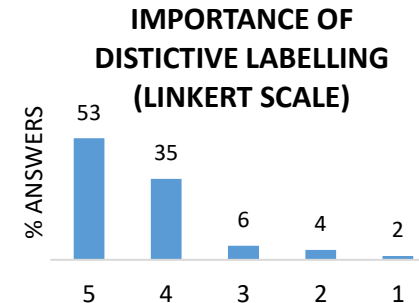
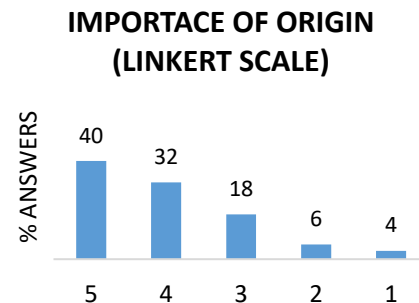
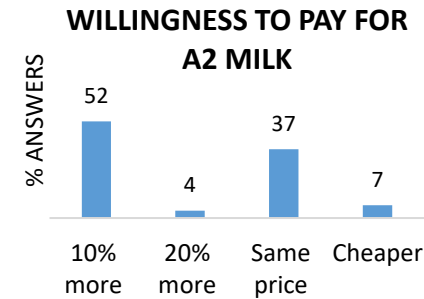
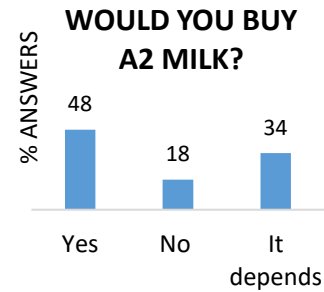


Figure 1. Consumer research answers in Catalonia

Table 1. A2 dairy companies in different countries

Country	Company	A2 products
Germany	Fleckviehhof Kraus	Milk, yoghurts and fresh cheese
Australia	A2 Milk ®	Milk and milk powder
	A2 Platinum formula ®	Infant formula
Belgium	La Ferme du Tambourin	Yoghurts, fresh cheese and puddings
Brasil	Estância Silvana	Handcrafted fresh and matured cheeses
Spain	COVAP. S. Coop. And.	Milk
	Deleite (Leite Noso S.L.U)	Milk
	Finca Cantarranas (Garín Cobián S.A.)	Yoghurts
	Kalekói	Yoghurts
USA	A2 Milk ®	Milk and milkshakes
	Dr. Cowan's Garden	Ghee
	ReThink	Ice cream
India	Gir Organic	Milk and ghee
	Indic Organics	Ghee
	Nanak dairy farms	Milk, fresh cheese and ghee
Indonesia	Kin	Milk and drinkable yoghurts
Italy	Caseificio San Pier Damiani	Matured cheese
	La Cigolina	Matured cheeses
Mexico	La Factoría	Milk, yoghurt, fresh and matured cheeses and ghee
	Nucitec S.A.	Infant formula
New Zealand	A2 Milk ™ (The a2 Milk Company)	Milk
	Appleby farms	Ice cream
	Haven	Infant formula
	Milkio	Ghee
	Natureday™	Milk powder
	Biokaas Kinderdijk	Matured cheese
Netherlands	Holland Jersey B.V.	Milk and yoghurts
	Holle baby food Ag	Infant formula
Switzerland	Holle baby food Ag	Infant formula