



Revitalising Dairy in Asia: Pre-Ageing Nutrition for Healthy Longevity

March 2026

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Asia Pacific has potential to recover from flat sales to gain USD18.9 billion up to 2030

There is room for growth through various product segments, even in mature markets

Dairy players faced a challenging macro-environment, especially in developed markets

Prices have risen high enough to put off consumers, but not prevent value sales decline

Asia's dairy market is especially threatened by traditional medicine and supplements

Dairy products must reinstate their value in key spaces, such as high protein solutions

THE ROLE OF DAIRY IN PRE-AGEING

Uncovering healthy longevity across the lifecycle

Self-care becomes pressing in context of Asia's ageing societies

Hyper-segmentation in the earlier years is key to align with healthy longevity goals

The pre-adult segment gives brands a longer runway to gain momentum

Why maximising opportunities in the earlier years is essential for longevity

What focusing on pre-ageing means for brands

PERSONALISING NUTRITION THROUGH PREVENTION

Guide young adults towards a preventative weight management mindset

Improve competitiveness by aligning with long-term health benefits

Vinamilk's weight management milk highlights the need for precise targeting strategies

Skin and hair care are complementary benefits to bone and joint health

There is still a gap in the Asian market for products positioned for mental wellness

Brands must work on connecting health with indulgence, instead of mutual exclusivity

REACHING THE YOUTH POPULATION IN THEIR SPACES

Promoting a shared goal of preventing ageing health issues among families at home

Farm Fresh's recent innovations showcase its strategy centred on families

Filling in nutrition gaps through learning and fitness occasions

Anlene targets younger adults with lutein and L-carnitine content in addition to protein

Products designed to sell through liminal spaces for on-the-go occasions set to rise

CONCLUSION

By adapting to local nuances, brands can play in new pockets of opportunity

Australasian dairy producers are poised to power Asia's next growth wave

Functional health will fuel Japanese and Chinese brands' regional expansion

Recommendations to serve personalised nutrition for pre-ageing health goals

Evolution of pre-ageing strategies in Asia Pacific

Questions we are asking

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