

Global Evaporated Milk Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2024)	USD 6.7 bn
Forecast (2031)	USD 8.9 bn
CAGR (2021-2031)	4.1%
Study period	2021-2031
Largest region	Asia-Pacific · 34.8%
Fastest-growing region	Middle East and Africa · 5.4%
Market concentration	Moderate
Licence	Individual / Company

The global evaporated milk market reached USD XXX billion in 2024 and will advance to USD XXX billion by 2031, expanding at a XX% CAGR. Demand is anchored by household cooking, tea and coffee consumption, bakery applications and the product's long ambient shelf life in markets with fragmented cold chains. Asia-Pacific accounted for XX% of 2024 revenue, while the Middle East and Africa will record the fastest regional growth at XX% annually. Portfolio renovation is concentrating on fortified, lactose-free, lower-fat and convenient packaging formats while manufacturers strengthen regional milk sourcing and aseptic processing capacity.

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Executive summary

The global evaporated milk market reached USD XXX billion in 2024 and will advance to USD XXX billion by 2031, expanding at a XX% CAGR. Demand is anchored by household cooking, tea and coffee consumption, bakery applications and the product's long ambient shelf life in markets with fragmented cold chains. Asia-Pacific accounted for XX% of 2024 revenue, while the Middle East and Africa will record the fastest regional growth at XX% annually. Portfolio renovation is concentrating on fortified, lactose-free, lower-fat and convenient packaging formats while manufacturers strengthen regional milk sourcing and aseptic processing capacity.

Indicator	Value
Market size 2024	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- Global evaporated milk revenue reached USD XXX billion in 2024 and will reach USD XXX billion by 2031.
- Market volume totaled XXX metric tonnes in 2024 and will rise to XXX metric tonnes by 2031.
- FAOSTAT recorded XXX tonnes of global milk production in 2024, including XXX tonnes of cattle milk.
- Whole evaporated milk generated XX% of 2024 market value, supported by its richer texture and broad culinary utility.
- Metal cans represented XX% of 2024 sales, but aseptic cartons will expand at a XX% CAGR through 2031.
- Household consumption accounted for XX% of market value, with tea, coffee, desserts and savory cooking forming the principal use occasions.
- Asia-Pacific held XX% of global revenue, led by the Philippines, Malaysia, Indonesia, China and Japan.
- The Middle East and Africa will grow at a XX% CAGR as urban retail penetration and demand for shelf-stable dairy increase.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Global Evaporated Milk Market Trends and Growth Drivers

Evaporated milk occupies a durable position between fresh dairy and dry powder. Its concentration, neutral sweetness and ambient shelf life make it both a household staple and a standardized ingredient, particularly where refrigeration costs are high or consumers routinely add milk to tea, coffee, desserts and savory dishes.

Demand growth is increasingly geographic rather than purely demographic. Mature markets supply steady replacement demand, while Southeast Asia, the Gulf and urban Africa add consumers through modern retail, smaller packs and foodservice expansion. Manufacturers that localize fat content, fortification and pack price capture a larger share of this growth.

The cost structure remains exposed to farm-gate milk prices, energy-intensive evaporation and sterilization, metal packaging and international freight. Scale, plant utilization and regional milk sourcing therefore matter as much as brand strength, pushing leading suppliers toward production partnerships, network consolidation and flexible aseptic capacity.

Growth drivers

Shelf-stable nutrition for fragmented cold chains

Evaporated milk supplies concentrated dairy nutrition without continuous refrigeration before opening, giving it a structural advantage in tropical markets and locations with unreliable electricity. The format also reduces transport volume relative to fluid milk and supports inventory holding by wholesalers and small retailers.

Cooking, baking and beverage versatility

The product functions as a creamy ingredient in sauces, soups, desserts, tea and coffee while avoiding the sweetness of condensed milk. Recipe familiarity supports repeat household purchases and allows manufacturers to stimulate demand through cuisine-specific marketing.

Urban grocery and e-commerce expansion

Supermarket, convenience-store and online-grocery growth is widening access to branded ambient dairy across secondary cities. Better shelf visibility and digital recipe promotion are accelerating trial among younger households while supporting multipack sales.

Foodservice standardization

Cafés, bakeries, hotels and dessert operators value evaporated milk for portion consistency, storage efficiency and predictable fat and solids content. Chain expansion increases demand for larger cans, cartons and contract-packed formulations with stable performance across outlets.

Fortified and lactose-free innovation

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Vitamin fortification, lactose hydrolysis and controlled-fat formulations broaden the addressable consumer base and improve value per litre equivalent. These products give established brands a route to premium pricing without abandoning familiar culinary uses.

Aseptic processing and lightweight packs

Advances in UHT processing, barrier laminates and filling technology extend shelf life while lowering package weight and freight intensity. Cartons and pouches also enable smaller price points and resealable household formats that conventional cans serve less efficiently.

Restraints

Milk and processing-cost volatility

Raw milk, energy and sterilization costs directly affect manufacturer margins, while tinplate and aluminum prices influence the dominant canned format. Suppliers must balance pack-price increases against household affordability, especially in import-dependent markets.

Substitution by adjacent dairy formats

Fresh milk, UHT milk, creamers, milk powder and sweetened condensed milk compete for overlapping beverage and cooking occasions. Foodservice operators can reformulate rapidly when relative ingredient prices change, limiting evaporated milk's pricing power.

Nutrition-perception pressure

Calorie and saturated-fat concerns can constrain full-fat evaporated milk in markets where consumers prioritize lighter dairy products. Reduced-fat and portion-controlled variants offset part of this pressure but require clear differentiation and sensory performance.

Currency and import exposure

Many African, Caribbean and Asian markets import finished evaporated milk, milk solids or packaging materials. Currency depreciation quickly raises retail prices and can force consumers toward smaller packs, private labels or milk powder.

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Evaporated Milk Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Shelf-stable nutrition for fragmented cold chains	XXX	XXX	XXX
Cooking, baking and beverage versatility	XXX	XXX	XXX
Urban grocery and e-commerce expansion	XXX	XXX	XXX
Foodservice standardization	XXX	XXX	XXX
Fortified and lactose-free innovation	XXX	XXX	XXX
Aseptic processing and lightweight packs	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Milk and processing-cost volatility	XXX	XXX	XXX
Substitution by adjacent dairy formats	XXX	XXX	XXX
Nutrition-perception pressure	XXX	XXX	XXX
Currency and import exposure	XXX	XXX	XXX

Source: XXX

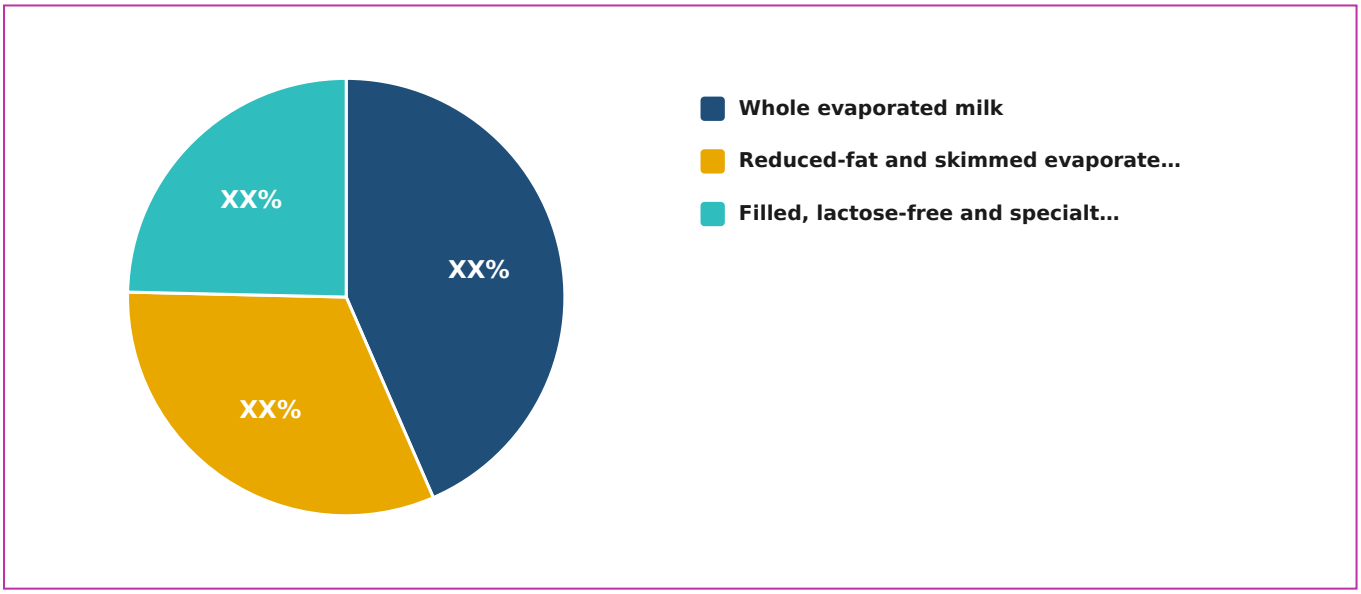
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Evaporated Milk Market Segmentation Analysis

By Product Type

Whole milk dominates because fat and milk solids provide the texture required in tea, coffee, sauces and desserts. Reduced-fat and skimmed products address calorie-conscious households in mature markets, while filled, lactose-free and fortified variants enable manufacturers to reach price-sensitive or function-focused consumers. Specialty products will expand fastest as formulation capability and nutrition claims improve.

Value share by product Type, 2024



Source: XXX

Value by product Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Whole evaporated milk	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Reduced-fat and skimmed evaporated milk	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Filled, lactose-free and specialty evaporated milk	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

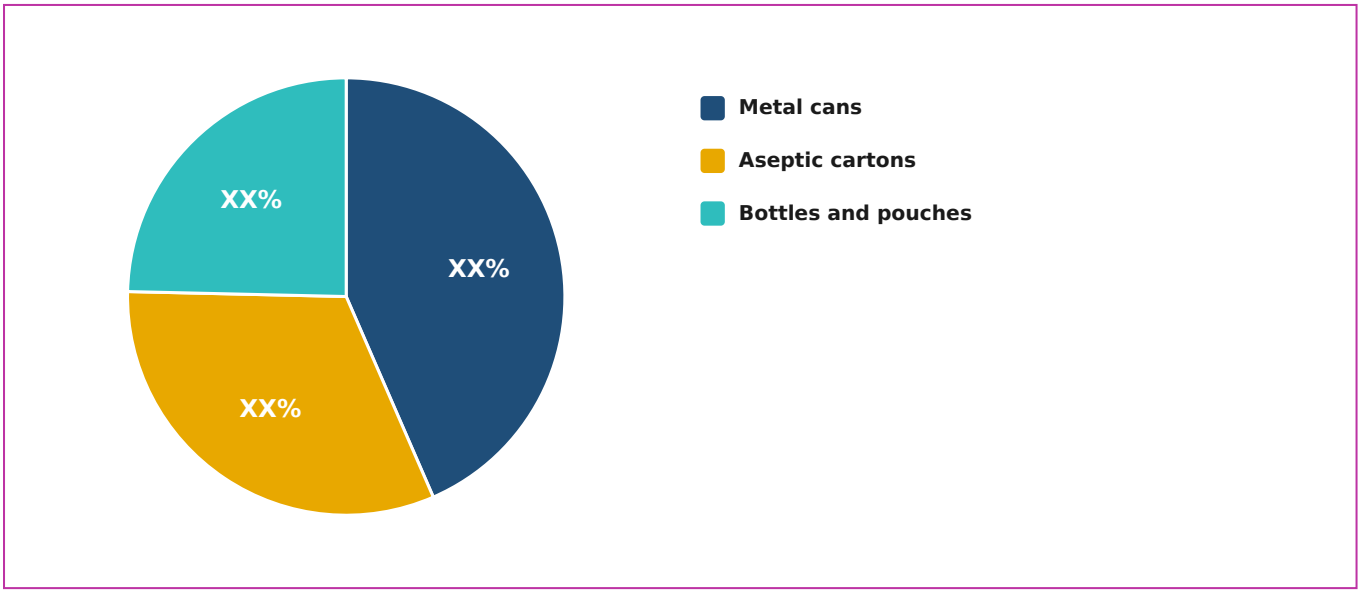
By Packaging

Cans retain leadership because they withstand retort sterilization, offer long shelf life and are accepted throughout established trade channels. Aseptic cartons are gaining in modern retail because they reduce pack weight, improve pouring and support resealable formats. Bottles and pouches remain smaller but

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provide useful entry-price and convenience propositions.

Value share by packaging, 2024



Source: XXX

Value by packaging, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Metal cans	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Aseptic cartons	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Bottles and pouches	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

Supermarkets and hypermarkets lead through brand assortment, multipacks and private-label visibility, while traditional stores remain essential in Southeast Asia, Africa and the Caribbean. Foodservice distributors supply cafés, bakeries and hotels with larger formats and stable specifications. Online sales are rising from a smaller base as ambient products suit parcel delivery and subscription purchasing.

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Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Supermarkets and hypermarkets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Traditional and convenience retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Online retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice and wholesale	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Direct industrial sales	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By End Use

Household use remains the category's foundation because evaporated milk spans beverages, baking, desserts and savory recipes. Foodservice is gaining share as café and bakery chains standardize recipes and favor ingredients that store efficiently. Industrial processors use evaporated milk in confectionery, sauces, prepared foods and desserts, although milk powder and recombined dairy create strong price competition.

Value by end Use, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Household	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Food processing	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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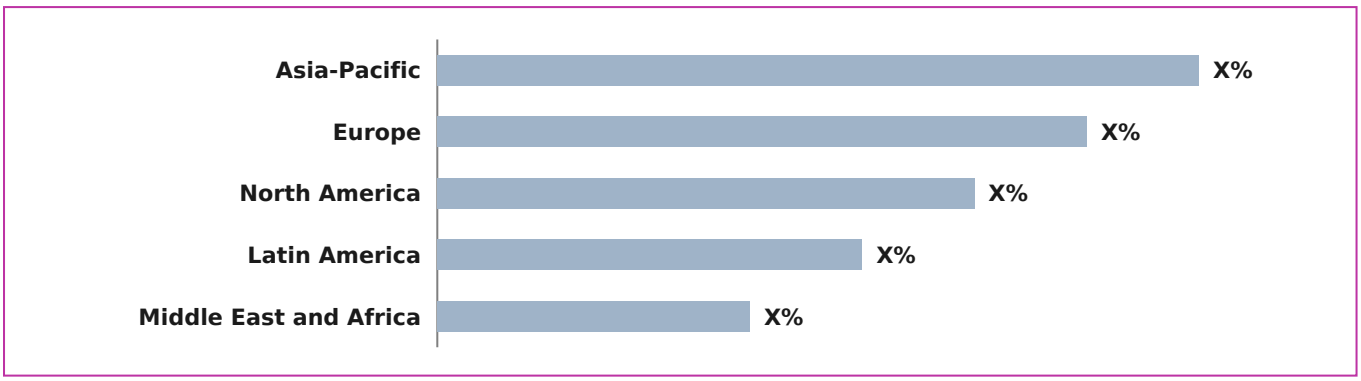
Evaporated Milk Market Regional Analysis and Country Outlook

Asia-Pacific generated USD XXX billion in 2024, equal to XX% of the global market. The Philippines and Malaysia combine deep household familiarity with established brands such as Alaska, Carnation, Ideal and F&N, while Indonesia and Vietnam supply the strongest incremental demand through urban grocery expansion, café culture and affordable small packs. Japan and Australia are mature markets where recipe-led demand and premium cooking products sustain value.

Europe accounted for XX% of 2024 revenue and retains major export-oriented processing capacity in the Netherlands, Germany and Belgium. Consumption is mature, but private label, lower-fat formulations and food-manufacturing applications support stable growth. North America represented XX%, led by US household baking, Hispanic cuisine, foodservice and institutional use, with branded Carnation and private-label products setting the category's price architecture.

The Middle East and Africa will post the fastest CAGR at XX% through 2031. Saudi Arabia and the United Arab Emirates are premium branded markets centered on tea, coffee and cooking, while Nigeria, Ghana and other West African markets favor shelf stability and graduated pack sizes. Latin America and the Caribbean remain important consumption centers, with Peru, Mexico and island markets supported by established culinary habits and strong regional processors.

Growth rate by region, 2024-2031



Source: XXX

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Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2024	2031	Share 2024	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Evaporated Milk Market Competitive Landscape and Company Share

The market is moderately concentrated: the ten largest suppliers held XX% of 2024 sales, while national brands, dairy cooperatives, private-label packers and import specialists make up a long competitive tail. Nestlé and FrieslandCampina hold the broadest international evaporated-milk portfolios, supported by Carnation, Ideal, Gloria, Rainbow and Alaska brand positions across multiple regions.

Competition turns on milk procurement, sterilization yields, can and carton sourcing, distributor reach and the ability to offer market-specific fat levels and package sizes. FrieslandCampina's production exchange with Hochwald illustrates the shift toward specialized manufacturing networks, while regional leaders including Grupo Gloria, F&N, Almarai and SADAFCO use local distribution density and consumer familiarity to defend share.

Strategic investment is moving toward flexible aseptic lines, lower-carbon processing, fortified products and foodservice solutions. Portfolio transactions among large dairy groups will reshape brand ownership and route-to-market control, but the importance of localized recipes and entrenched household habits will continue to protect strong domestic franchises.

Leading companies

Company	HQ	Est. revenue 2024	Market share 2024	YoY
Nestlé S.A.	XXX	XXX	XXX	XXX
Royal FrieslandCampina N.V.	XXX	XXX	XXX	XXX
Arla Foods amba	XXX	XXX	XXX	XXX
Fonterra Co-operative Group Limited	XXX	XXX	XXX	XXX
Hochwald Foods GmbH	XXX	XXX	XXX	XXX
DMK Deutsches Milchkontor GmbH	XXX	XXX	XXX	XXX
Eagle Family Foods Group LLC	XXX	XXX	XXX	XXX
Alaska Milk Corporation	XXX	XXX	XXX	XXX
Grupo Gloria	XXX	XXX	XXX	XXX
Almarai Company	XXX	XXX	XXX	XXX
Saudia Dairy & Foodstuff Company	XXX	XXX	XXX	XXX
O-AT-KA Milk Products Cooperative, Inc.	XXX	XXX	XXX	XXX

Source: XXX

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Evaporated Milk Market Forecast and Commercial Opportunities

Global value growth will exceed volume growth through 2031 as milk costs, pack upgrades and functional variants lift average realization. Base-case revenue reaches USD XXX billion, while volume rises to XXX tonnes; the difference reflects premiumization, regional mix and continued inflation in milk, energy and packaging inputs.

The upside scenario is driven by faster modern-retail penetration in Africa and Southeast Asia, successful lactose-free and fortified launches, and broader adoption by café and bakery chains. The downside scenario centers on prolonged milk-price inflation, currency depreciation in import markets and accelerated substitution by UHT milk, powder and non-dairy creamers.

Commercial winners will protect high-volume canned products while building cartons, pouches and foodservice packs around precise usage occasions. Regional manufacturing, dual sourcing of metal and paper-based packaging, disciplined revenue management and culturally specific recipe marketing will determine share gains.

Opportunities

- Affordable single-use packs for lower-income urban households
- Lactose-free and high-protein evaporated milk
- Fortified products tailored to national micronutrient priorities
- Aseptic cartons and resealable formats
- Private-label partnerships with modern retailers
- Foodservice-specific pack sizes and recipe systems
- Regional production hubs serving African and Southeast Asian import markets

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