

# Nutrition for Healthy Ageing

Ageing well with formulated milk powders



## Key advantages:



Premium recipes



Fast to market



Possibility for further customisation

Healthy ageing is top of mind for the fast-growing number of people who are aged 60+. To stay healthy and active for longer, many seek targeted food products that meet their changing needs for essential nutrients.

Nowhere is that more evident than in China, where the world's largest over-60s population is driving the meteoric rise of the senior nutrition market.

China is behind a whopping 85% of global dairy product launches<sup>1</sup> for the healthy ageing segment, with formulated milk powders in particularly high demand. It's a market that won't slow down soon.

That's why we've developed a Healthy Ageing range of premium private label formulated milk powders to help brand owners capture a share of the fast-growing senior nutrition market in China.

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# Targeted nutrition made for active seniors

Many Chinese seniors<sup>2</sup> think about the nutritional content of their diet. As many as 86% express an interest in protein, while 79% consider it important to eat foods that are naturally high in vitamins and minerals.

Our Healthy Ageing formulated milk powders for private label production deliver high-quality milk and whey proteins, minerals and vitamins.

The three products in our current range are made to match individual needs for a convenient source of natural dairy nutrients.

## Healthy Ageing Low Fat

Low fat option based on skimmed milk, milk minerals and probiotics



## Healthy Ageing Balanced Nutrition

Based on whole and skimmed milk, milk minerals and probiotics for a balanced diet



## Healthy Ageing Digestive Focus

Based on partially hydrolysed lactose and a synbiotic blend of probiotics and prebiotics



## Can't see the solution for your needs?

Ask us about customisation and third-party manufacturing (TPM) possibilities.



**Contact us at  
[manufacturing@arlafoods.com](mailto:manufacturing@arlafoods.com)**

<sup>1</sup> Innova Market Insights; Analysed products: 218; Market Categories: Dairy, Flavored & Unflavored Milk, Senior positioning (55+ years old), analysed period: 1/1/2018-1/10/2023

<sup>2</sup> Health Focus International (n=3.000; China, Japan, Brazil, Saudi Arabia, Russia), 2020, n for China = 1.000.

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