

# Nutrilac® Ageless

Extra **protein** and **calcium**  
to support an active lifestyle



## The World is Getting Older

In **2015**, Europe will have **twice** as many **55-74 year-olds** as 15-24 year-olds\*

15-24 years

55-74 years

X2

%

of population **60 and over**

### Europe

year	
2000	20.3%
2050	34.2%

### Asia

year	
2000	8.5%
2050	23.6%

### North America

year	
2000	16.2%
2050	27.8%

### Latin America & Caribbean

year	
2000	8.3%
2050	25.5%

## The Market

**Over 55s** will become the most coveted and influential demographic\*\*



In the **US**, disposable income of **55-64s** is **2X** greater than under-25s†

In the **UK**, **50-64s** spend **50% more** than under-30s on food & drink‡

Seniors want products that help them keep looking and feeling **young** and **competitive**‡



## Our Nutrilac® Solutions

**Calcium** and **whey protein** are nutrient compounds that can help prevent certain age-related diseases and disabilities

(Source: Strategic Nutrition For Healthy Aging Technical Paper, March 2014)



**On the Go**



**Calcium Enriched**



**Healthy and Active Life**



**Natural**

For more information please visit [www.arlafoodsingredients.com](http://www.arlafoodsingredients.com) or contact us at [dairy@arlafoods.com](mailto:dairy@arlafoods.com)



\*Source: Numbers released by the Global Burden of Disease study 2010; the Lancet 2012  
 \*\*Source: Mintel.com  
 † Source: Mintel/US Census, Housing ESR Forecast 2015  
 ‡ Source: Strategic Nutrition For Healthy Aging Technical Paper, March 2014

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