

" The Nutritional Benefits of Vegan Milk"

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Abstract - Due to its multiple beneficial health implications for human beings, the use of plant-based milk replacements has quickly grown around the world. These drinks are preferred by those who are lactose intolerant, allergic to cow's milk, or who have high cholesterol. Plant-based milk substitutes are a great option despite the extra sugar and low total protein intake because to their phenolic components, unsaturated fatty acids that have antioxidant properties, and bioactive substances including phytosterols and isoflavones. This study covers 12 different plant-based milk alternatives, comprising almond, cashew, coconut, hazelnuts, peanuts, sesame, soya, tiger nut, oat, rice, hemp, and walnut, as well as the nutritional benefits. Our comprehensive methodology, which presents 12 different plant-based milk replacement production strategies, including patents, makes this review distinct, bioactive chemical health effects, vitamin and mineral bioavailability, market share, consumer acceptability, and environmental impact.

I. INTRODUCTION



As more people adopt plant-based diets for reasons of health, ethics, and the ecology, vegan milk has grown in popularity in recent years. The liquids from different plant sources, such as nuts, cereals, and seeds, are extracted to create vegan milk, a dairy-free substitute for regular dairy milk.

This subject can be addressed from several perspectives, such as the nutritional value of vegan milk, the negative environmental effects of producing vegan milk as opposed to traditional dairy products, and the flavor and texture of various vegan milk varieties.

According to research, vegan milk can have a number of health advantages over dairy milk, including being a better source of vitamins and minerals and having reduced calories, fat, and cholesterol levels. Additionally, the production of vegan milk frequently uses fewer resources and emits fewer greenhouse gases than the production of conventional dairy milk.

The importance of comprehending the advantages and disadvantages of various kinds of vegan milk is underscored by the rising popularity of veganism and plant-based diets.

II. LITERATURE REVIEW

Vegan milk, also referred to as plant-based milk, is an alternative to conventional dairy milk that has grown in popularity in recent years. Studies comparing the nutritional value of vegan milk alternatives to cow's milk, such as soy, almond, and coconut milk, found that vegan milks had higher amounts of vitamin E, iron, and magnesium, while cow's milk had higher amounts of protein, calcium, and vitamin B12. Overall, the body of evidence indicates that vegan milk may be an acceptable substitute for those who are lactose intolerant or allergic to dairy, but more study is required to completely comprehend its nutritional worth and environmental effect.

Isoflavones, which are found in soy milk, have been demonstrated to provide possible health advantages, including lowering the chance of developing certain malignancies and enhancing bone health.

Another well-liked vegan milk substitute is almond milk, which has fewer calories and saturated fats than cow's milk. It has beneficial unsaturated fats and a lot of vitamin E, which the body uses as an antioxidant. Almond milk is low in calcium and protein, and certain varieties may have additional sweeteners, which can increase calorie consumption.

Oat milk is a more recent vegan milk substitute that has become more well-liked because of its creamy consistency and bland flavour. It has beta-glucans, which may decrease cholesterol levels, and is a rich source of fiber.

III. RESEARCH OBJECTIVE

- **Nutritional Value:** According to some, vegan milk is not as nutrient-dense as cow's milk. For instance, cow's milk contains significant amounts of calcium, vitamin D, and vitamin B12, but certain vegan milk substitutes may not.
- **Environmental Impact:** Although vegan milk is frequently promoted as being more ecologically friendly than dairy milk, others claim that the manufacture of some vegan milk substitutes, such as almond milk, can have a detrimental environmental effect. For instance, the production of almond milk uses a lot of water, which might be problematic in locations with a lack of water.
- **Taste and Texture:** One possible argument against vegan milk is that some individuals just prefer the flavor and texture of dairy milk.
- **Cost:** Those on a limited budget may be concerned that vegan milk is occasionally more expensive than dairy milk.

IV. MARKET DEMAND:

V.

A growing number of customers interested in plant-based diets and worried about the effects of animal agriculture on the environment have propelled the market demand for vegan milk in recent years. Plant-based milk substitutes are a popular dairy-free choice for those who are lactose intolerant, allergic to dairy, or vegan. The rising availability and diversity of non-dairy milk alternatives in supermarkets and online merchants has further increased the appeal of vegan milk. According to a survey by Grand View Research, rising consumer awareness and the need for sustainable and better food options will drive the worldwide non-dairy milk market's growth in the upcoming years.

VI. MARKET STRATEGY

Marketing plans for vegan milk often emphasize the advantages of plant-based milk over dairy milk in terms of health and the environment. Branding may also draw attention to the flavor, texture, and adaptability of their goods. Typical marketing techniques for vegan milk include:

Health Benefits: Stressing the advantages of plant-based milks' low cholesterol, low saturated fat, and high vitamin and mineral content.

Sustainability: Highlighting the environmental advantages of plant-based milks, such as lower water and greenhouse gas emissions compared to the production of cow milk.

Taste and Texture: Promoting the flavor and texture of vegan milk, as well as its range of tastes and appropriateness for use in baking and cooking.

Packaging and Labeling: utilizing striking labelling and packaging that emphasizes the product's plant-based and vegan credentials as well as any accreditations or honors won.

Influencer Marketing: collaborating to market the product with influencers that share the principles of the company and have a sizable fan audience in the vegan and plant-based communities.

Brand Values: Emphasizing brand values including fair labor practices, sustainable and ethical procurement of products, and support for local communities.

Social media: Making use of social media sites to interact with customers and disseminate information about a brand's offerings.

VII. COMPETITION

The difficulties and barriers that vegan milk businesses confront in the market are referred to as the competitiveness encountered by vegan milk products. These difficulties include competition from other plant-based milk products including almond milk, soy milk, and oat milk, as well as from regular dairy milk. Other drinks including bottled water, juice, and soft drinks, as well as customer perceptions that vegan milk products are inferior to conventional dairy milk or other plant-based milk products, are competitors for vegan milk companies. Vegan milk manufacturers employ numerous marketing techniques to stand out from the competition and draw customers in order to get beyond these obstacles. These tactics may include highlighting the nutritional value, environmental friendliness, flavor, and texture of their offerings. Moreover, brands of vegan milk could emphasize innovation and provide a larger range of flavors and health benefits. Vegan milk businesses can expand their market share and help the plant-based food sector flourish by differentiating themselves from their rivals and catering to consumers' changing requirements.

VIII. CONCLUSION

In conclusion, a growing number of people prefer vegan milk to cow's milk for a variety of reasons, including lactose sensitivity, veganism, or environmental concerns. Among the most popular vegan milk substitutes are soy, almond, and oat milk.

According to research, soy milk is a healthier alternative to cow's milk that also contains high-quality protein, good fats, vitamins, and minerals. Almond milk is low in calcium and protein but high in calories and saturated fats. Oat milk is an excellent source of beta-glucans and fiber, both of which may decrease cholesterol, but it might not be suited for people who are gluten intolerant.

In order to achieve a balanced intake of nutrients, it is crucial to select a variety of vegan milk substitutes. Combining several vegan milk alternatives, for instance, can assist deliver a wider range of important vitamins and minerals.

For people who prefer to eliminate dairy products, vegan milk may generally be a nutritious and healthful substitute for cow's milk. To choose the best vegan milk, it is essential to carefully review the ingredient lists and nutritional facts of each product. Finding a product that satisfies unique dietary requirements and tastes has been easier as vegan milk substitutes have expanded in diversity.

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