

FACTORS THAT INFLUENCE MILK CONSUMPTION WORLD TRENDS AND FACTS

Ana Kapaj (Mane)

Agriculture University of Tirana

ALBANIA

E-mail: amane@ubt.edu.al

ABSTRACT

There is a growing change in the food market in the world, especially in developing countries. This change is based on increasing in consumers' standards of living, which are considered as the factors affecting the changing lifestyles and worldwide trends in consumption. Regarding milk consumption it is important to find the association between personal and environmental factors with intention to consume milk and therefore enterprises involving milk business will have helpful decisions and strategic planning for expanding their business. The aim of this study is to make an overview of the economics behind world milk production and consumption. Also, social and economic factors that influence the consumer's behavior towards milk and milk products consumption are analyzed as different case studies from different countries. This study is based on the literature review and in different case studies from different parts of the worlds to try to fulfill the main scope of giving the best practices on milk production and consumption.

Keywords: Milk production, milk consumption, socio economic factors, dairy market, milk processing.