

The boom of world camel milk market

L'essor du marché mondial du lait de chamelle

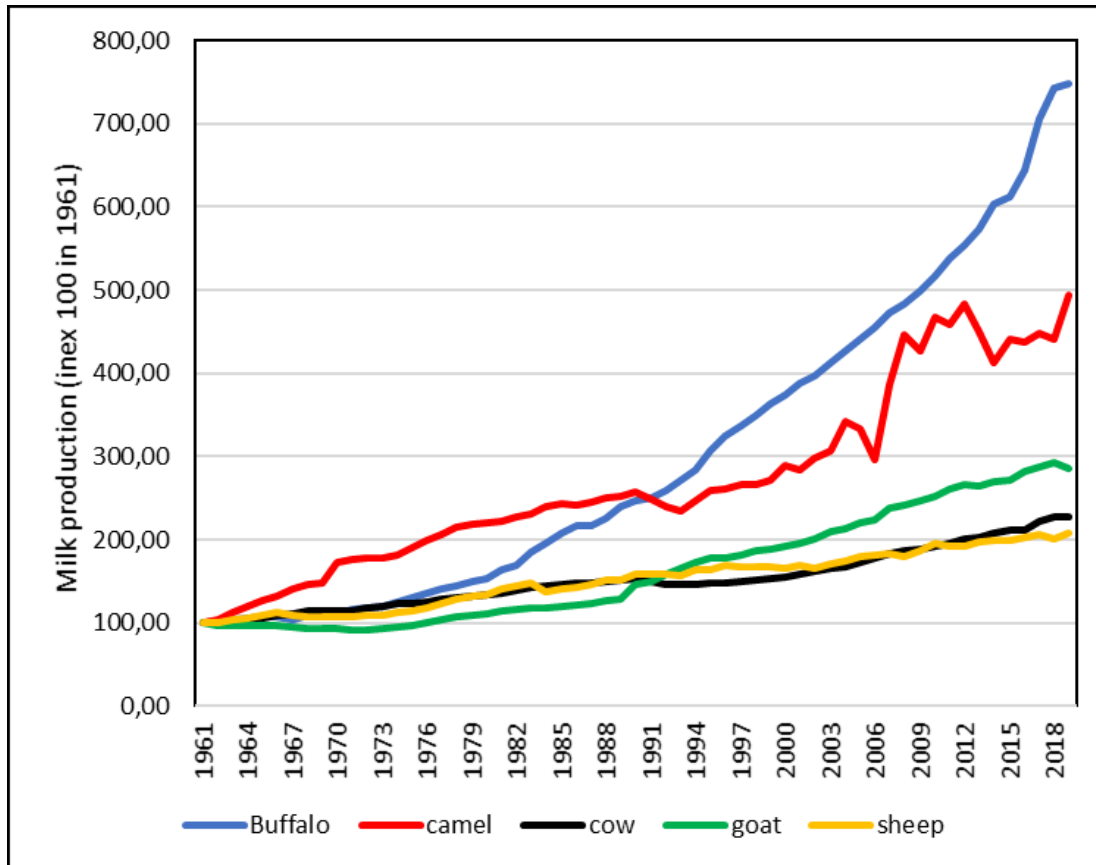


Bernard FAYE
CIRAD-SELMET



The boom of camel milk production

L'essor de la production de lait de chamelle



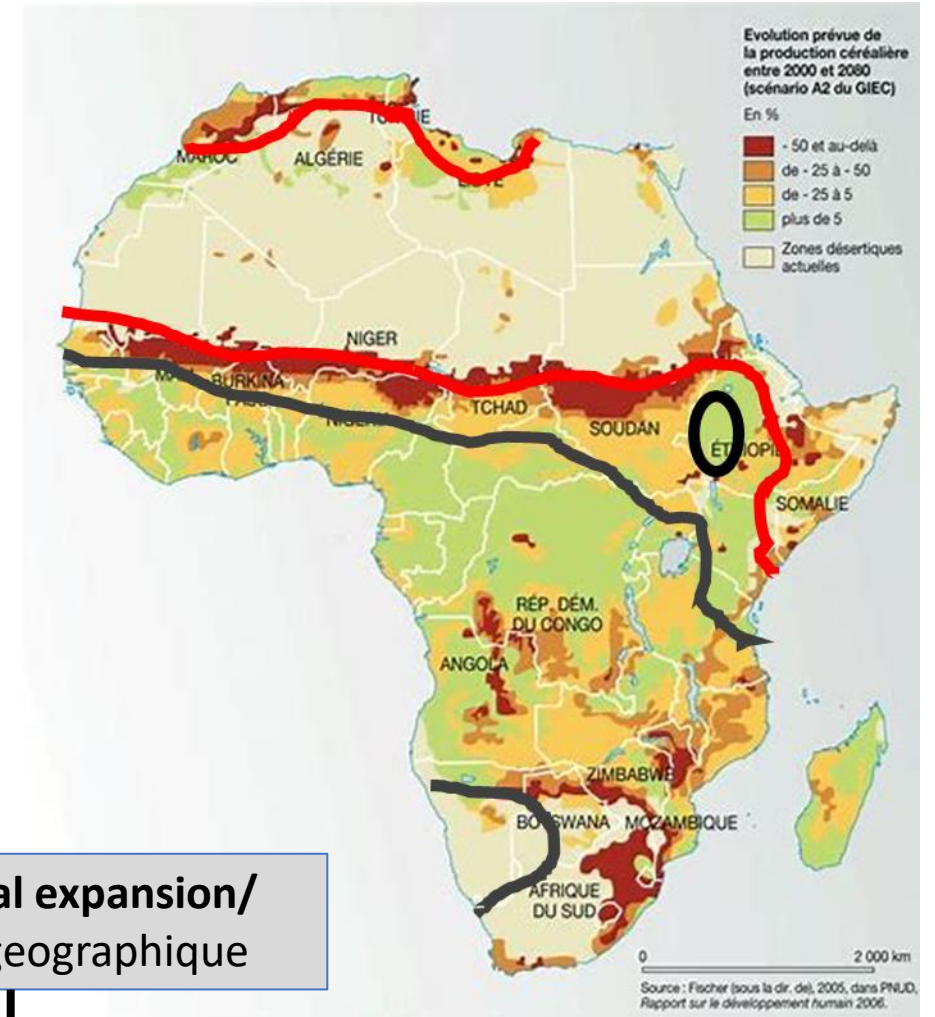
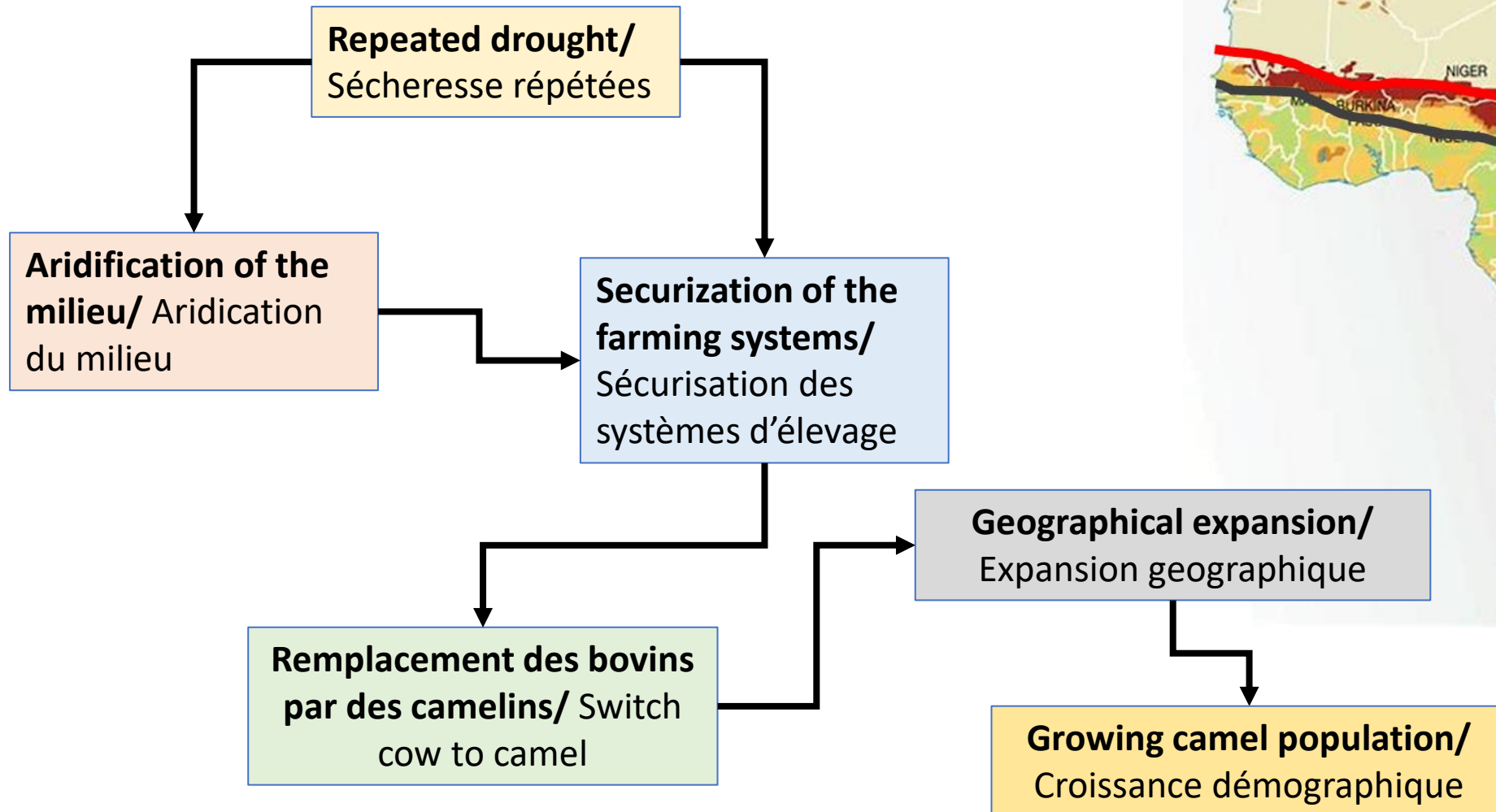
In proportion, camel milk production increased higher than cow, sheep and goat milk

Species	1961	2019	%annual
Buffalo	100	749	11,0
Camel	100	495	6,7
Goat	100	285	3,1
Cow	100	228	2,2
Sheep	100	207	1,8

The drivers of the rise of camel milk market since years 2000/
Les pilotes de l'essor du commerce du lait de chamelle depuis le début des années 2000

- **Climatic changes/Changements climatiques**
- **Market integration of camel milk in the frame of growing urbanization/Intégration marchande du lait de chamelle dans le cadre d'une urbanisation croissante**
- **Commercial argument of the « medicinal » virtues of camel milk/Argument commercial des vertus « médicinales » du lait de chamelle**
- **Proximity of the camel farming to cities (periurbanization and intensification)/ Rapprochement des systèmes de production vers les centres urbains (périurbanisation et intensification)**

Climatic changes/ *Changements climatiques*



Market integration/ Intégration marchande



Self-consumption
/autoconsommation



Direct selling/Vente directe



**Selling in supermarket/
vente en supermarché**



Milk collection/Collecte du lait



Milk unit/Laiterie

A pioneer, the Tiviski dairy plant in Mauritania

Une pionnière, la laiterie Tiviski en Mauritanie



The development of process for making long-shelflife products/ *le développement des procédés de prolongation de la durée de conservation*

Pasteurization/*pasteurisation*

- Modern process of fermentation/*procédés modernes de fermentation*
- Cheese processing/*transformation fromagère*



The conquest of national markets/ *la conquête des marchés nationaux*

from remote areas using the "health effect" argument of camel milk at high prices compensating higher production costs / *à partir des zones éloignées des bassins de consommation sur la base de l'argument « effet santé » du lait de chamelle, à des prix très valorisateurs compensant les coûts de production plus élevés;*

NEW

شركة تيجان للألبان
TEDJANE
Laiterie

LAITERIE TEDJANE

حليب نوق الواد الأصيلة
LE LAIT ELMOUBARAK

الحليب المبارك
حليب الناقة

Impimerie Numérique 3 0663842981

390804

The advertisement is a vertical poster for Tedjane Laiterie. At the top right, a red banner says 'NEW'. The main logo features the word 'TEDJANE' in large, bold, dark letters, with 'Laiterie' underneath in a smaller font. To the right of the logo is a circular emblem with a camel and a milk can, labeled 'LAITERIE TEDJANE'. Below the logo, there is a photograph of a brown camel standing in a desert landscape with a palm tree branch on the left. In the bottom left corner, there is a glass jar of camel milk with a label that includes a camel illustration and Arabic text. The text on the poster is in both Arabic and French, describing the product as 'authentic camel milk from the El Moubarak region'. A small vertical number '3 0663842981' is on the left edge, and a circular stamp with the number '390804' is at the bottom right.

The arguments of « medicinal virtues »/ *L'argument des « vertus médicinales »*



Legends



Empirical
observations



Scientific
proofs



Commercial argument/
Argument commercial

Price differences/
Differentiel de prix

Periurbanization and intensification /*periurbanisation et intensification*

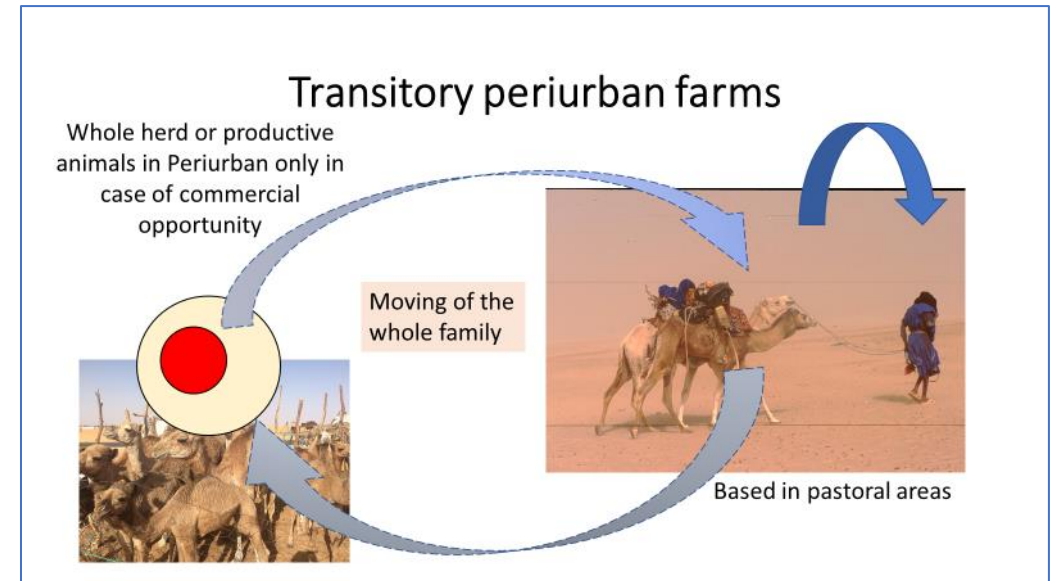
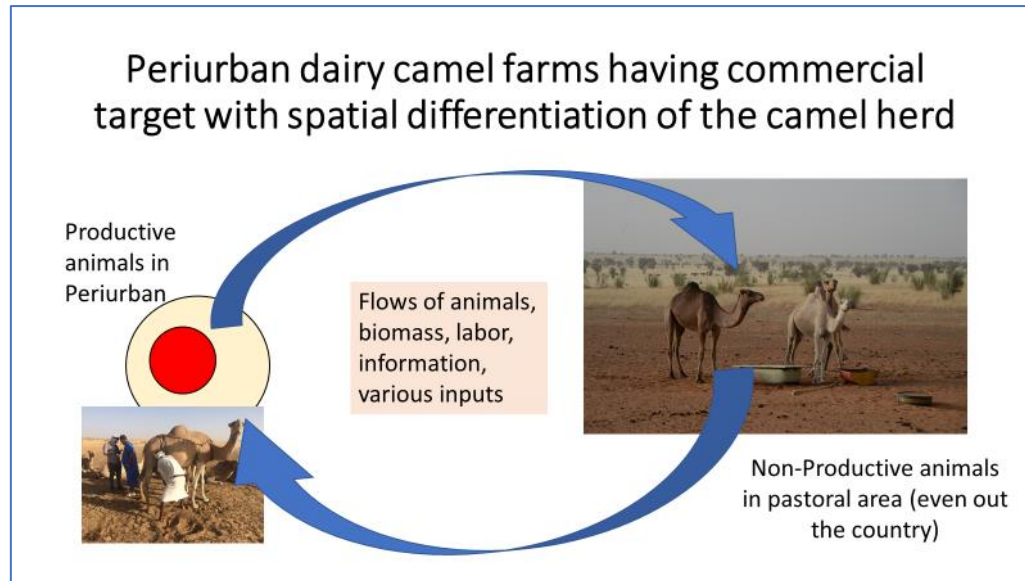
The emergence of dairy camel farming systems on the outskirts of cities in order to seize the opportunity to get closer to consumption basins/
l'émergence de systèmes d'élevage camelin laitier à la périphérie des villes afin de saisir l'opportunité de se rapprocher des bassins de consommation

Tendency to create intensive camel dairy farms/Tendance à la création de fermes laitières « intensives »



Periurbanization/*Périurbanisation*

- Permanent periurbanization for commercial target
- Transitory periurbanization for securizing the production system
- « Kleenex-farming »



Camel milk powder processing

/Transformation sous forme de poudre

Access to the international market driven by Chinese demand in particular / Accès au marché international tiré par la demande chinoise notamment



First agreement from EU/ *premier agrément de l'UE*

UE agreement for dairy products from UAE/ *un premier agrément de l'Union Européenne pour l'importation des produits à base de lait de chamelle en provenance des Emirats arabes Unis ;*



The emergence of camel milk production in Western countries/*Emergence d'une production dans les pays du nord*

Camel milk production in USA, Europe and Australia)
/lait de chamelle produit aux USA, en Europe, en Australie



WE ARE SMALL COMPANY FOR CAMEL MILK, MEAT, RIDE AND ACCESSORIES AT ATHOL PARK IN ADELAIDE

 <p>Arwa Camel Milk</p> <p>Our camel milk is a natural choice produced daily at Dublin, SA and is pasteurised in Adelaide.</p>	 <p>Arwa Camel Milk-Food Safety</p> <p>Our pasteurised milk in collaboration with University of South Australia showed total plate counts Listeria and E-coli</p>
 <p>Arwa Camel Milk</p> <p>Our pasteurisation process guarantees that the nutritional value of our milk is maintained</p>	 <p>Arwa Camel Milk</p> <p>Our milk research and development is conducted professionally and scientifically.</p>
 <p>Arwa Camel Milk</p> <p>Arwa Camel Milk is carefully pasteurised and is available in Adelaide.</p>	 <p>Arwa Camel Milk</p> <p>For price details and delivery contact Arwa at 089540734 arwas1@outlook.com</p>

In Europe....



Smits Farm -Holland



Goroy Farm -Spain



La Salle farm-France



Macquart Farm -Germany



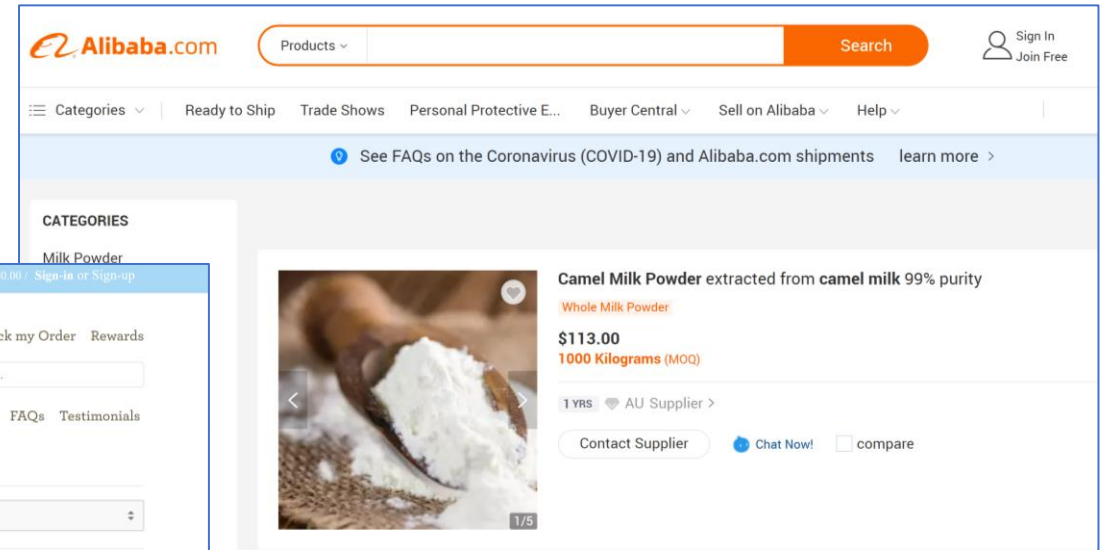
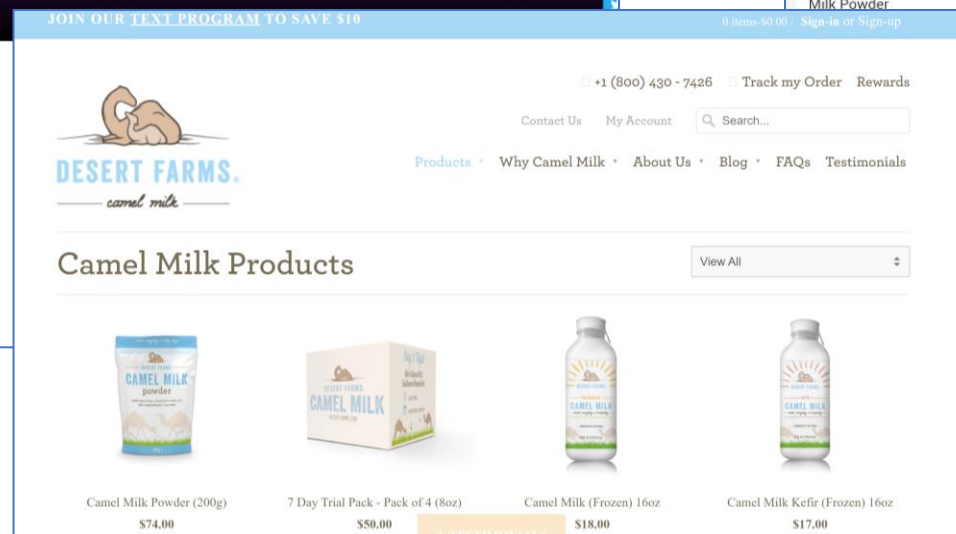
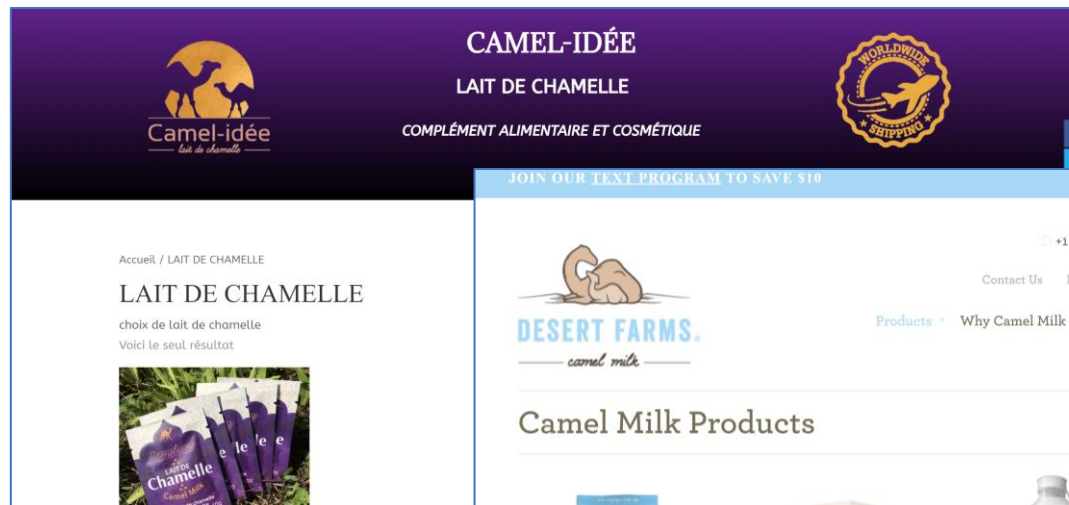
La Camellerie-France



Seranne Larzac-France

Development of e-market/*Développement du e-commerce en ligne*

Camel milk (liquid or powder) available in online sales platforms/*e-commerce du lait de chamelle (liquide ou en poudre) basée sur les plateformes de vente en ligne.* = New business opportunities gradually structured leading to the constitution of camel milk value chain at international level /Nouvelles opportunités commerciales conduisant à la constitution d'une réelle chaîne de valeur du lait de chamelle à l'échelle internationale.

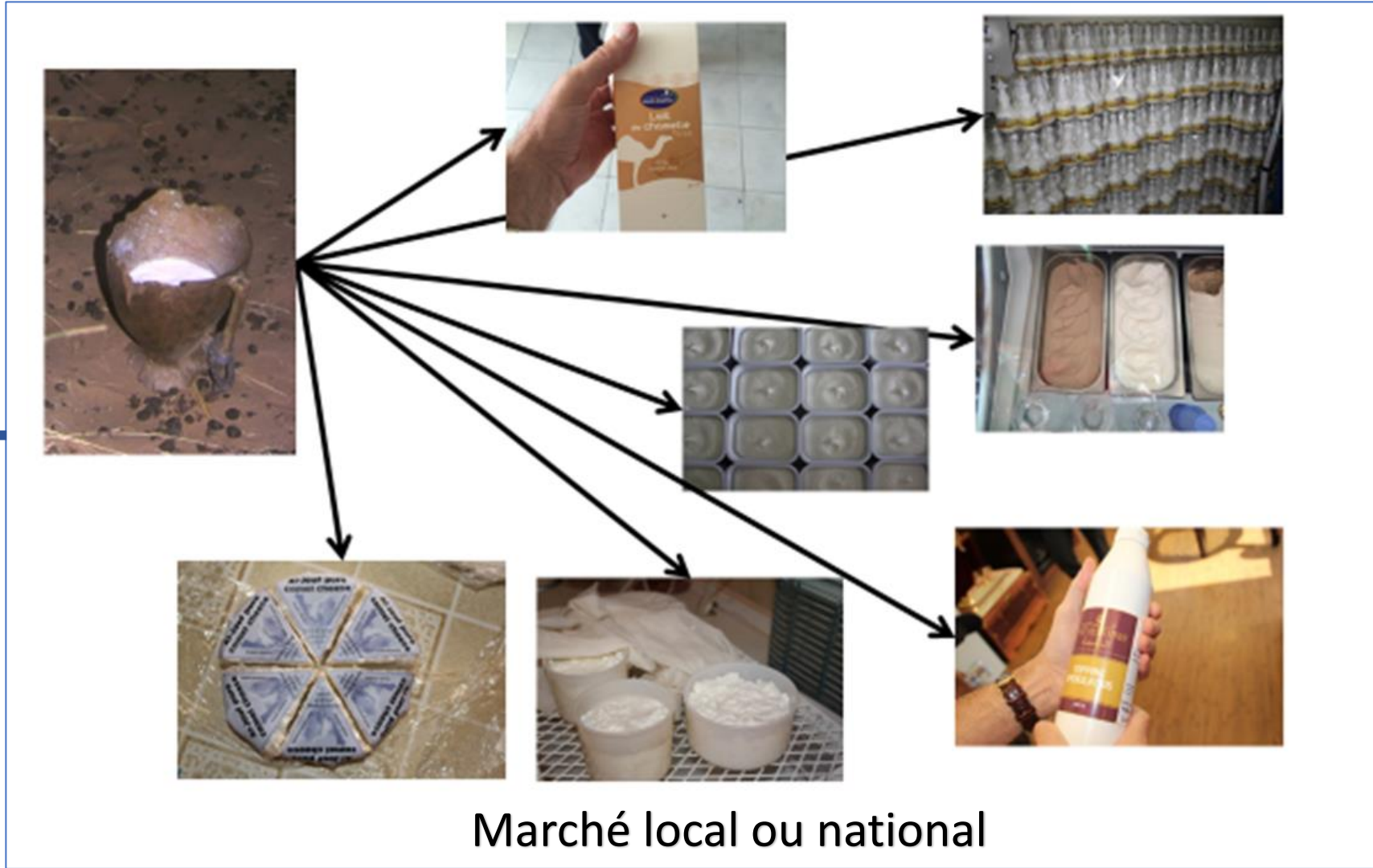


Diversification of the camel milk products

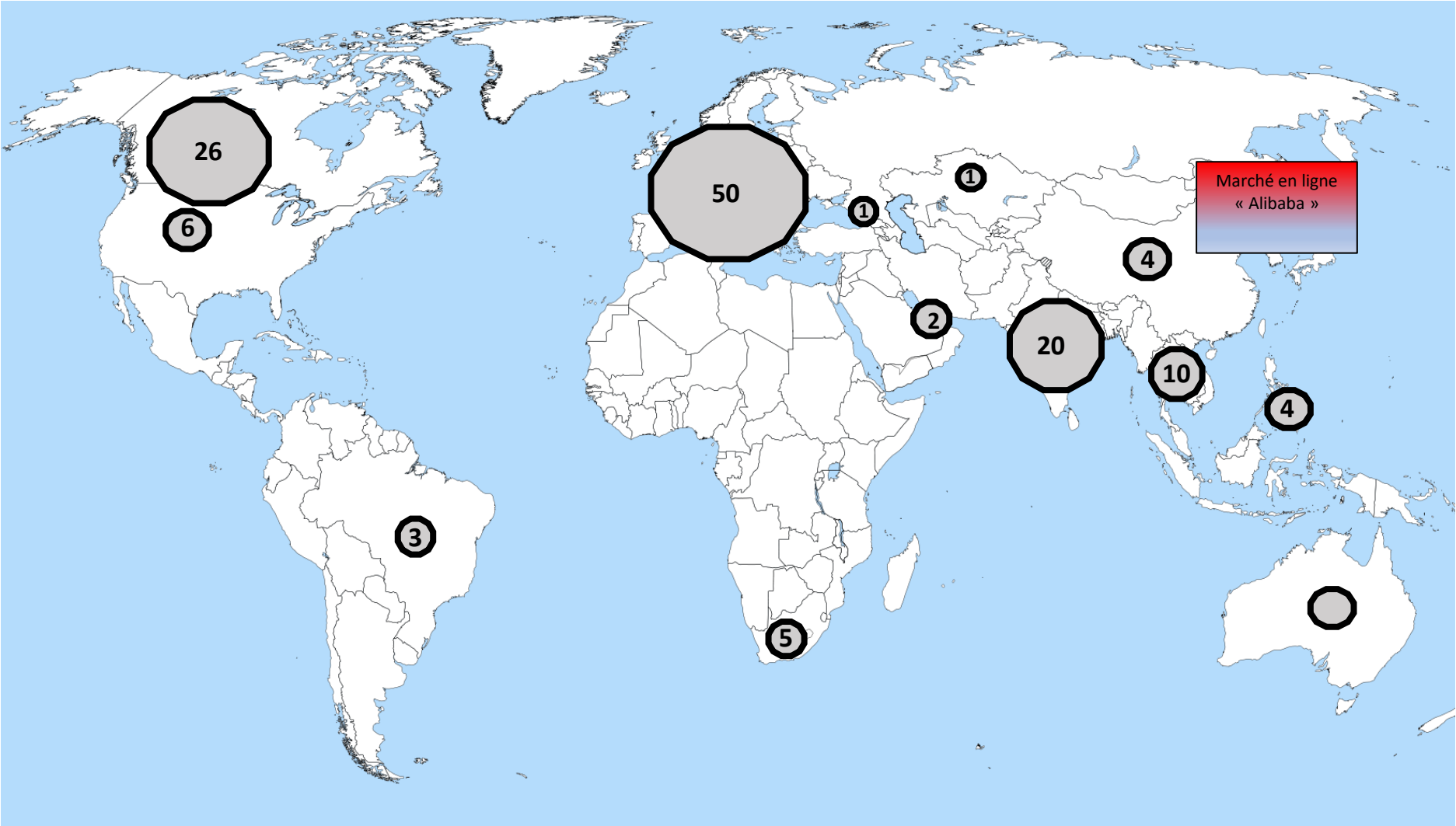
Diversification des produits laitiers de chamelle

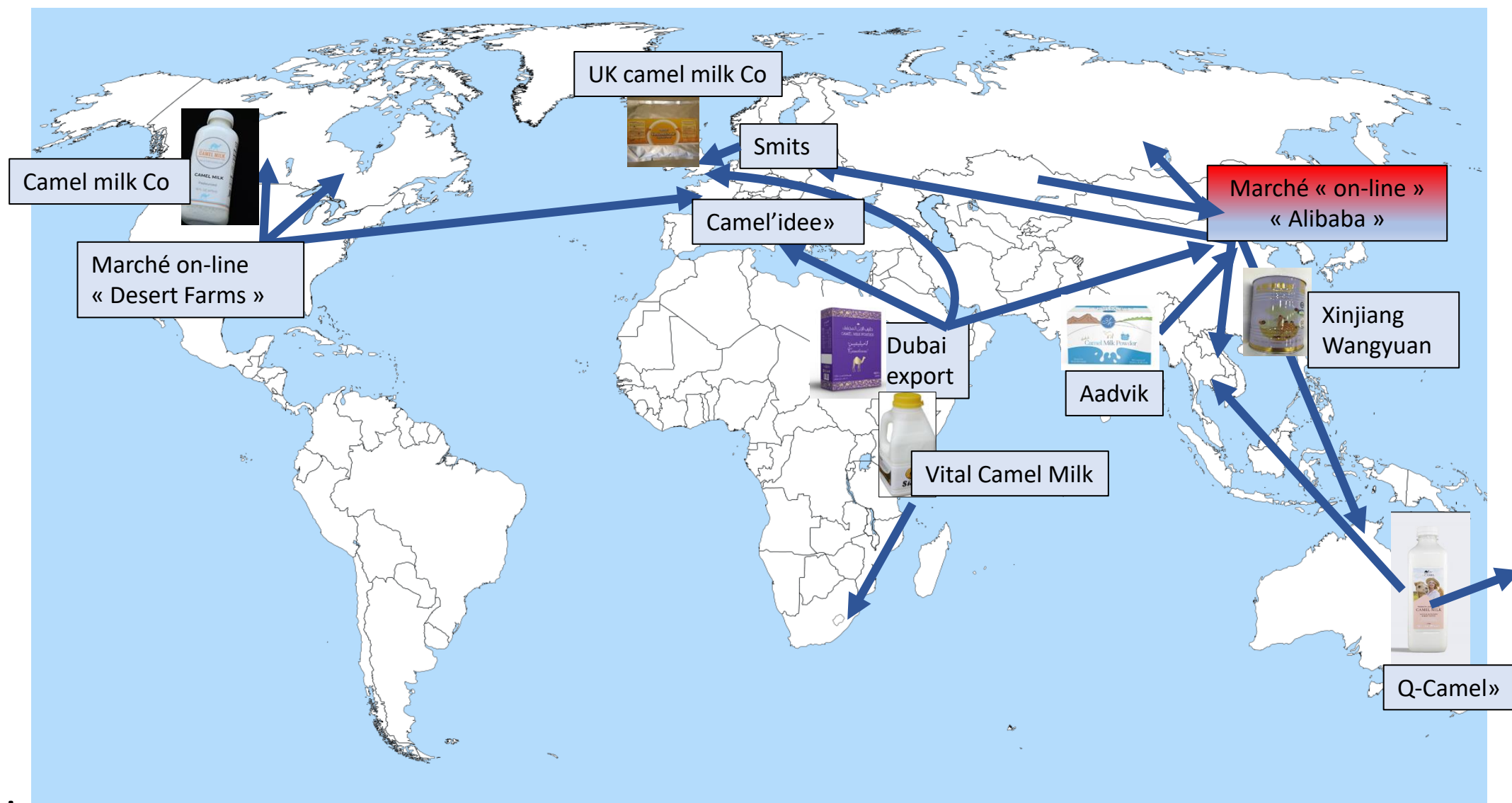


Marché international



Resellers on the international market of camel milk powder/ *Revendeurs sur le marché international du lait de chamelle en poudre*





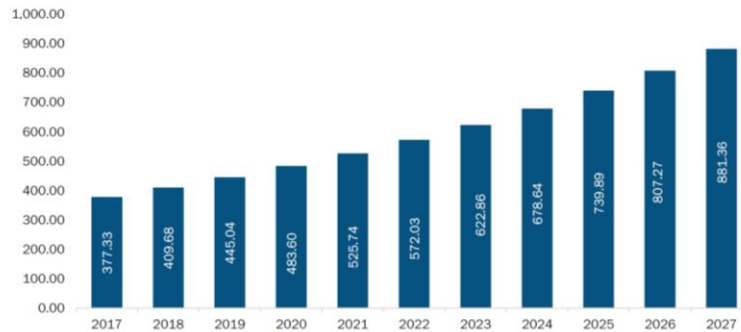
Produits camelins dans l'économie internationale (productions directes: 8,2 milliards d'euros)

Conclusion: Perspectives

3.2.1 Europe: Camel Milk Powder Market – Revenue and Forecast to 2027 (US\$ Million)

The camel milk powder market in Europe was valued at US\$ 445.04 million in 2019 and is projected to reach US\$ 881.36 million by 2027; it is expected to grow at a CAGR of 9.0% from 2020 to 2027.

Figure 6. Europe: Camel Milk Powder Market – Revenue and Forecast to 2027 (US\$ Million)

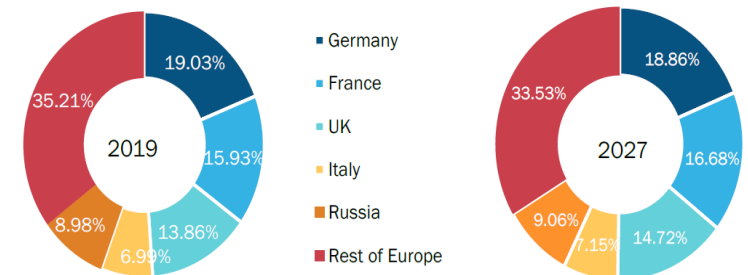


Source: The Insight Partners Analysis

3.2.4 Europe: Camel Milk Powder Market, by Key Country

The breakdown of the camel milk powder market based on key countries in Europe is shown in the figure below:

Figure 9. Europe: Camel Milk Powder Market Revenue Share, by Key Country (2019 and 2027)



Source: The Insight Partners Analysis

Merci de
votre
attention

