

# Global Dairy Market Analysis Report

## 1. Executive Summary

This report explores pricing trends, supply-demand dynamics, and market opportunities in the global dairy market using historical data and forecasting techniques.

## 2. Price Trend Insights

Whole milk and butter prices show strong seasonal fluctuations, with peaks during the summer and dips in winter. Cheese prices remain relatively stable, while skim milk displays slight deflationary tendencies over time.

## 3. Supply-Demand Model

Countries like Germany and France maintain high dairy production and self-sufficiency. Net supply trends indicate strong domestic consumption in Southern Europe, while Northern Europe balances trade through imports and exports.

## 4. Forecasting Results

Prophet-based forecasting suggests a moderate increase in milk prices over the next 12 months. The confidence interval indicates market volatility potential, especially in butter and cheese pricing.

## 5. Dashboard Insights

The Tableau dashboard allows exploration of pricing forecasts, regional production volumes, and historical trade patterns. Interactive filters support country-level and product-level analysis.

## 6. Strategic Recommendations

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- Target high-consumption markets with declining net supply.
- Monitor price volatility for strategic procurement timing.
- Evaluate long-term profitability in regions with growing demand but stagnant production.

### **7. Risk Analysis**

Market entry risk is highest in politically unstable or highly import-dependent countries. Production bottlenecks and fluctuating trade policies may impact cost structures and pricing stability.