

Bega Group unveils dairy farmers' high-protein milk

07 July 2025 | News

With nearly all Australians acknowledging protein's health benefits, this new product makes it easier to integrate protein into every day routines



With nearly all Australians acknowledging protein's health benefits, this new product makes it easier to integrate protein into every day routines

For the first time since 2020, dairy milk sales are back in growth, as more Australians embrace protein-rich diets. Plant-based milk drinkers are returning to dairy, recognising its natural nutritional benefits.

Enter Dairy Farmers High Protein Milk, delivering a serious hit of "Oomph" with 18g of high-quality dairy protein per 300ml serve, the highest of any dairy milk on the market â?? matching Bega Group's own The Complete Dairy 1L range â?? all while retaining the rich, creamy taste of regular full cream milk that Australians know and love.

"Dairy foods are one of the easiest ways to consume proteins that the body can absorb and use, better than many plant-based sources. Dairy Farmers High Protein milk is also high in calcium, so as part of a balanced diet it's a great option not just for keeping bones strong, but also for maintaining muscle, and helping with recovery after exercise through the benefits of protein," says Katrina Strazdins, Group Manager - Nutrition at Bega Group.

Products with high protein content have surged in popularity by over 23 per cent in the past year, inspiring changes at the supermarket shelf in the yoghurt, snack bars, and smoothie aisles â?? including the recent successful launch of Dairy Farmers Protein Smoothies.

However, the uptake of high protein products through regular milk has lagged behind this growth. With nearly all Australians acknowledging protein's health benefits, this new product makes it easier to integrate protein into everyday routines â?? whether in coffee, smoothies, cereal, or cooking.

"With dairy milk back in growth, it's the perfect time for consumers to tap into its potential as a convenient and natural source of high-quality protein," says Anjali De Silva, Marketing Manager of White Milk at Bega Group.