

Drinking Milk Products in China

Market Direction | 2022-09-07 | 22 pages | Euromonitor

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Report description:

Several waves of the Omicron variant of COVID-19 broke out in various regions of the country from the beginning of 2022, which was a major factor affecting drinking milk products. In many areas, strict policies have been applied, including lockdowns, and a ban on eat-in in foodservice. These policies disturb production, logistics, retail channels and foodservice. Shelf stable milk is set to maintain growth due to continued outbreaks of the virus in 2022 due to stockpiling, while growth in fresh...

Euromonitor International's Drinking Milk Products in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Summary 1 Research Sources

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