

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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Table of Contents:

Drinking Milk Products in China
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List Of Contents And Tables

DRINKING MILK PRODUCTS IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Omicron outbreaks and price rises are the two major factors affecting drinking milk products

Fresh milk maintains strong momentum due to consumers' rising awareness of health

Yili offers China's first carbon-neutral milk

PROSPECTS AND OPPORTUNITIES

Indulgence and health appeal set to drive premiumisation in drinking milk products

BeFood's MILBOK creates a new latte phenomenon

Foodservice volumes of fresh milk set to grow, aligned with the booming coffee scene

CATEGORY DATA

Table 1 Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 2 Sales of Drinking Milk Products by Category: Value 2017-2022

Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 7 Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 8 Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 9 Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 10 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN CHINA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 17 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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