

## **China Mengniu Dairy Co Ltd in Dairy Products and Alternatives (World)**

Global Strategy | 2023-01-23 | 32 pages | Euromonitor

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### **Report description:**

Mengniu is the fifth largest dairy player in the world, with significant sales of dairy products in China. The company has benefited from market momentum after the COVID-19 pandemic, as dairy products - especially drinking milk - are believed to be good for boosting immunity. The company continues to optimise its baby food product portfolio, in order to address the shrinking milk formula market in China and to capture opportunities for premium products both in China and in overseas markets.

Euromonitor International's China Mengniu Dairy Co Ltd in Dairy Products and Alternatives (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Dairy Products and Alternatives industry. The report examines company shares by region and category, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving its success.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- \* Get a detailed picture of the Dairy Products and Alternatives 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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