

## **Dairy Products and Alternatives in China**

Market Direction | 2023-09-26 | 72 pages | Euromonitor

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### **Report description:**

Retail sales of dairy products and alternatives experienced a fairly static performance in current value terms in 2023, following the more significant decline of the previous year. This latter was predominantly due to disruptions caused by the COVID-19 pandemic, including the implementation of the Chinese government's zero-COVID policy, which had significant repercussions on product supply in major cities, including Shanghai. With pandemic-related measures having been relaxed and the slow recovery...

Euromonitor International's Dairy Products and Alternatives 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

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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