

Plant-Based Dairy in China

Market Direction | 2023-09-26 | 17 pages | Euromonitor

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Report description:

Being a mature product, soy drinks registered fairly modest growth in retail current value terms in 2023. This was driven primarily by price adjustments made by leading players such as Zuming and Vitasoy, due to rising costs of soybeans and labour, rather than any real increase in demand. However, volume sales of soy drinks in the foodservice sector saw an improved performance, following the ending of pandemic-related lockdowns, which had a significant impact on the hospitality industry.

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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