

Inner Mongolia Yili Industrial Group Co Ltd in Dairy Products and Alternatives (World)

Global Strategy | 2024-02-06 | 39 pages | Euromonitor

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Report description:

Yili is the fourth largest dairy player in the world, with the majority of sales in China, also with presence in Asia Pacific countries such as Singapore, Uzbekistan, etc. The company has experienced steady growth in recent years. Key drivers include increased product penetration achieved through effective distribution, particularly in lower-tier Chinese cities, as well as successful mergers and acquisitions, such as the goat milk formula specialist Ausnutria.

Euromonitor International's Inner Mongolia Yili Industrial Group 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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