

HW Dairy Products and Alternatives in China

Market Direction | 2023-11-03 | 14 pages | Euromonitor

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Report description:

Protein has been regarded as important nutrition for boosting immunity since the emergence of COVID-19 in 2020. This has led to the boom of high protein claims in dairy products and alternatives, and has been driving new product developments with a higher level of protein. The trend towards high protein in dairy products continued in 2022, with manufacturers actively launching new products with high protein claims, driving strong current value growth for high protein dairy products and alternati...

Euromonitor International's HW Dairy Products and Alternatives in China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

- * Get a detailed picture of the HW 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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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein remains a popular claim in dairy products and alternatives in 2022

Probiotic accounts for the highest sales within health and wellness dairy products and alternatives as consumers seek to boost their immunity

Keto sees rising interest within health and wellness dairy products and alternatives, as more consumers turn away from a carb-heavy diet

PROSPECTS AND OPPORTUNITIES

Further regulation on food safety will lead to changes in formulations and labelling

As consumers look to boost their metabolism, good source of minerals likely to show the most promise in health and wellness dairy products and alternatives

Plant-based expected to record good growth

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HEALTH AND WELLNESS IN CHINA

EXECUTIVE SUMMARY

Overview

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