

Cheese in China

Market Direction | 2024-08-01 | 20 pages | Euromonitor

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Report description:

Both retail current value and volume sales of cheese are expected to continue to see double-digit declines in China in 2024. Falling sales are primarily being driven by the sharp drop in sales of cheese sticks seen within processed cheese (excl spreadable) since 2023. In previous years, the popularity of cheese sticks significantly boosted the growth rate of processed cheese in the Chinese market. However, from 2023, sales of cheese sticks have gradually declined. This is partly due to the shrin...

Euromonitor International's Cheese 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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