

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

Market Direction | 2024-08-01 | 72 pages | Euromonitor

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### **Report description:**

Retail current value sales of dairy products and alternatives in China in 2024 are projected to continue the downwards trend observed in the previous year, with an anticipated decline in the mid-single digits, with retail volume sales also set to fall. This decline is primarily attributed to the underwhelming recovery of the Chinese economy in the post-pandemic era, which has resulted in consumer confidence not being fully restored. The heightened uncertainty regarding the future has led many Ch...

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 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: 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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Euromonitor International  
August 2024

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## 2024 DEVELOPMENTS

Multiple pressures lead to declining retail sales of drinking milk products in 2024

New players emerge amidst a raw milk surplus

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Stable growth in foodservice volumes

#### PROSPECTS AND OPPORTUNITIES

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