

HW Dairy Products and Alternatives in China

Market Direction | 2024-10-07 | 19 pages | Euromonitor

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Report description:

Health and wellness is a growing trend within dairy products and alternatives, due to consumers' concerns about their health, and their desire to eat healthier foods in order to prevent any medical issues. Habits adopted during the pandemic have continued amongst some consumers, as people look to their diet in order to stay healthy. Many Chinese consumers favour purchasing foods which claim to offer fortification or functionality, as these are seen as options containing relevant nutrients to boo...

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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW 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.

Table of Contents:

HW Dairy Products and Alternatives in China
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List Of Contents And Tables

HW DAIRY PRODUCTS AND ALTERNATIVES IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Good source of minerals accounts for the highest sales within health and wellness dairy products and alternatives as consumers seek to boost their metabolism

Organic remains popular, as consumers value products they perceive as "clean" and "pure"

Vegan and plant-based account for rising sales, as consumers seek to improve their health, the environment, and animal welfare

PROSPECTS AND OPPORTUNITIES

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

Probiotic expected to see growth from an already high base as consumers look to maintain their health

High protein likely to remain a popular claim in dairy products and alternatives

CATEGORY DATA

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HEALTH AND WELLNESS IN CHINA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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