



Dairy Products China News GUARANTEED EXCLUSIVE ANALYSIS



**Professional
Exclusive
Updated**

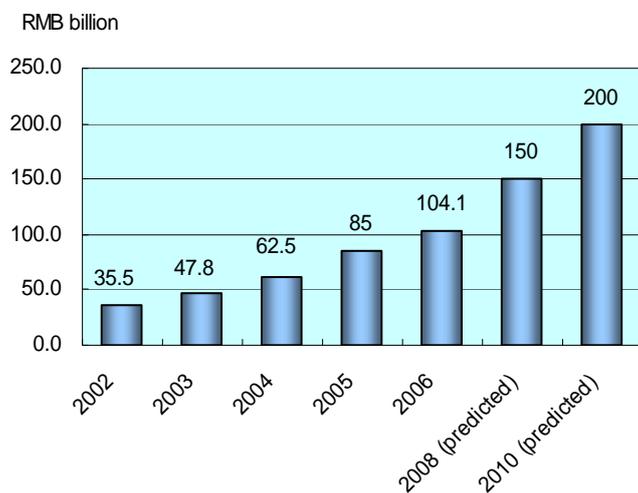
🚩 China's dairy market potential considerable!

Driven by growing affluence, rising nutrition awareness, fast expanding retail chains and increasing dairy industry investment in promotion, China is consuming more and more dairy products and will become the largest dairy consumption market in ten years with the largest population. The average annual growth rate (AGR) of China's sales amount of dairy products was 30% from 2002 to 2007.

There is considerable market room for dairy products in China, as the per capita annual consumption of dairy products is merely 27.6kg in China, much lower than the global figure 100kg. It is estimated that the sales value of dairy products in China will exceed 21.9 billion US dollars in 2008 and 29.2 billion US dollars in 2010.

Currently, China's dairy market is dominated by products with low added value, such as liquid milk, milk powder and ice cream, while those with high added value, like cheese, yoghurt and milk beverage, merely constitute a quarter of China's dairy market.

Fig.1 Sales value of China's dairy from 2002 to 2010



The growing affluence and rising nutrition awareness are expected to promote China's demand to increase by AGR of 38% for cheese, 31% for yoghurt and 22% for milk beverage in the future 5 years. China's import volume of cheese is increasing with AGR of over 35% in recent years, as the backward production technology of cheese in China has restricted the cheese production.

Restricted by fund shortage and backward technology, market share of small-size producers will be further grabbed by large-size dairy enterprises in China, including Yili, Mengniu and Brightdairy. These three companies take up over 50% of China's dairy market.

That's because large-size dairy enterprises will further expand their market shares by investing more in brand, promotion, advertisement and product development, while the market of small-size producers will be limited in local regions, owing to the intense market competition and their fund shortage. Some of them will face loss, even shutdown.

Therefore, China's dairy producers are seeking to cooperate with foreign producers through different means, thus getting some supports from them, such as technology innovation and capital support. With the advantage of low production cost in China, foreign producers can not only meet rapidly expanding demand in China, but also supply products to their customers in other countries.

Meanwhile, China's dairy market is greatly influenced by the governmental policies, consumer habits and Chinese dairy companies' development and marketing strategies.

Dairy Products China News brings you the latest information on new market dynamics, company dynamics, new dairy products and consumption trend, new legislations and policies and raw milk supply dynamics that are shaping the market.

**Help you grasp key market trends
and make right decisions**

Main Content

Market Dynamics

Report the situations, such as supply & demand, price fluctuation, recent investment, large projects, and quality monitoring, of Chinese dairy market. Analyze the impacts or reasons, explain how and why supply and demand of dairy products will change, and forecast the trends in the future.

- **A latest event or news** in dairy market
- **Driven forces**, including dairy supply and demand, consumer habit, growth pole, etc., and how they influence the event
- **Potential and current influence** of the event
- **The companies' responses, actions and strategies or the associations' opinions** to the event
- **Market trend** for the future

Governmental Direction

Introduce important policies or criteria guiding the development of China's dairy industry. Analyze how they influence the whole industry and figure out the companies' strategies to the policies and market trend.

- **Introduction** of a new policy or guideline
- **Driven forces** behind the policy which is to be implemented
- **Potential and current influence**
- **Companies' responses, actions and strategies**
- **Consumers' or associations' opinions**
- **Trend** for the future

Consumption Trend & Competitiveness

Cover the consumption situation and trend of dairy products and the competitions among them; analyze how factors such as brand loyalty, and age, income and taste of consumers influence the market share of certain dairy products.

- **Survey** the consumption situation in China or certain province or city, including consumption concept, pattern, habit, etc.
- **Analyze** the competition among dairy products in terms of price, brand, quality and consumers' habit.
- **Comments** from relative companies, associations and experts on the market trend of the dairy products.

Company Dynamics

Cover the latest company dynamics, including company strategies, brand promotion, market expansion, business situation, marketing, cooperation, etc.

- **Introduce the updated news** occurring in dairy companies in China
- **Company's strategies** to capture market share
- **Potential and current influence** to dairy industry
- **Responses** from other companies, experts and associations
- **Company's strategies** for the future

Raw Milk Supply

Keep track of latest situation of the raw milk supply and analyze what the influencing factors are, and how they influence the development of dairy industry.

- **A new story** of raw milk and dairy farms
- **Driven forces** behind the story --- views of dairy farmers
- **How they affect the production of dairy products?** --- opinions from relevant companies and associations
- **Trend of raw milk supply** in the short-time future

New Product & Technology & Packing

Introduce a new dairy product or production technology, and analyze whether it is promising in China and why. Offer the latest news on dairy product packing and analyze advantages and disadvantages of different packing.

- **Introduction** to a new dairy product or dairy production technology or dairy packing.
- **Why it is promising or popular?**---Opinions from different companies or associations or research institutes
- **Current situation** of product promotion or consumption or production
- **Comparison** with other products and analysis of the competition
- **Feedback from consumers, wholesalers, retailers, and supermarkets**

**Gain latest business news,
be informed of company dynamics**

What is the scope?

- **Raw milk**
- **Milk** including milk powder, milk beverage, condensed milk, evaporated milk, infant formula and cream
- **Yoghurts**
- **Cheese** including curds and whey
- **Butter**
- **Ice cream**
- **Casein**
- **Other dairy products** introduced to China for the first time
- **Dairy substitutes** including soy milk, coconut milk, almond milk and rice milk



Why to subscribe?

- To grasp the updated market dynamics and trend, and know how your business can be involved.
- To gain the latest information of supply, demand and sales of various dairy products in China to enlarge your business.
- To analyze the impacts of new government policies and legislations, to win the competition and minimize the risks of investment.
- To know the intelligence of enterprises in China, for seeking partners
- To keep track of your competitors' actions in China and win the competition
- To pay close attention to the consumers' taste, etc., for developing new products

Who needs to subscribe?

- **Dairy producers and manufacturers** looking to enter Chinese dairy market or procure Chinese dairy products
- **Investors** planning to invest in Chinese dairy industry
- **Analysts and consultants** trying to gain insight into the world's fast-growing market of dairy products
- **Raw milk suppliers and dairy farmers**
- **Dairy trading companies** targeting Chinese dairy market
- **Distributors or retailers** wishing to keep up with the Chinese dairy market trend
- **Equipment suppliers** targeting China with high quality production and processing machinery and lines, and testing and quality control systems
- **Research institutions** expecting to know the market development of dairy products

**Help you better understand
and follow government policies in time**

Methodology

➤ Telephone interview

Call production bases, producers, traders, distributors, end-users, associations, and government etc. to gain first-hand information.

Establish long-term cooperative relationships with relevant domestic companies, including producers, traders, end users, etc. CCM would provide them free advertisement or free intelligence, and they offer the latest information on prices and company strategies in return.

➤ Face-to-face interview (site visit)

Carry out face-to-face interviews with experts, take down the content and make in-depth analysis & comment. Before the interview, CCM would clearly line up the topics. Introduction to the development of a well-known enterprise is also available. Establish friendly relations through interviews with expert and establish long term cooperation.

➤ Database

CCM would buy data on production and consumption, import and export for the past 5 years from CIQ, associations and other organizations to create a database about the prices of dairy products.

➤ Internet

Register to be a member of those authoritative, professional and well-known websites, to obtain the information available to members only.

Use internet resources to discover new dairy products, updated company dynamics, latest events, new policies and so on.

➤ Expert consulting

Establish long-term friendly relationships with experts within the industry via payment or information exchanges, and they would termly send stories to CCM.

➤ Exhibition

Attend some exhibitions to obtain updated information on new line openings, new technologies, new equipment launches, new company development and so on.

➤ Investigation

CCM would make investigations into some companies, analyse the trends of production and consumption.

What do you have?

- PDF newsletter delivered monthly
- 12 months per subscription period
- Professional solution to query related to China's dairy products.
- Guaranteed breaking news

Breaking News guarantee

CCM guarantees to beat the trade press with every story, or your money back.

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- Forest Chemicals China News
- Renewable Energies China News
- Specialty Paper Chemicals China News
- Pigments China News
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**Help you seize what the consumers think
and what they love**

Journalist: Echo Ju, Jocqueen Chen

Editor: Peony Wang

Chief Editor: Michelle Li

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Guangzhou CCM Information Science & Technology Co., Ltd.

Adress: 17th Floor, Huihua Commercial & Trade Building, No.80 Xianlie Zhong Road Guangzhou, 510070, P.R.China

Tel: +86-20-37616606

Fax: +86-20-37616968

E-mail: econtact@cnchemicals.com

Website: www.cnchemicals.com