



Drinking Milk Products in China

August 2024

Table of Contents

Drinking Milk Products in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

New players emerge amidst a raw milk surplus

Increasing availability of organic and A2β milk, and new health claims and dual protein products emerge

PROSPECTS AND OPPORTUNITIES

Expanding older population set to contribute to value growth for powder milk

Manufacturers explore growth opportunities in foodservice

Yili launches methane-reduced shelf stable milk

CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 2 - Sales of Drinking Milk Products by Category: Value 2019-2024

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in China - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 16 - Penetration of Private Label by Category: % Value 2019-2024

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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