



HW Dairy Products and Alternatives in China

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein remains a popular claim in dairy products and alternatives in 2022

Probiotic accounts for the highest sales within health and wellness dairy products and alternatives as consumers seek to boost their immunity

Keto sees rising interest within health and wellness dairy products and alternatives, as more consumers turn away from a carb-heavy diet

PROSPECTS AND OPPORTUNITIES

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

As consumers look to boost their metabolism, good source of minerals likely to show the most promise in health and wellness dairy products and alternatives

Plant-based expected to record good growth

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

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Health and Wellness in China - Industry Overview

EXECUTIVE SUMMARY

Overview

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