



HW Dairy Products and Alternatives in China

October 2024

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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

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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 - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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