

# Dairy Food in Asia Pacific – Product Launch Quarterly

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## Abstracts

### Introduction

Datamonitor's Dairy food in Asia Pacific – Product Launch Quarterly provides a complete guide to new product launches in the Asia Pacific Dairy food market in Q3 2010. This report provides product information in terms of # SKUs, and includes detailed data on Package Type, Package Material, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the Dairy food market in the Asia Pacific, with data from 2004 to 2009 and forecasts to 2014.

### Scope

- Dairy food in Asia Pacific - New product SKUs by country and category
- Dairy food in Asia Pacific - New product SKUs by manufacturer
- Dairy food in Asia Pacific - New product by pack type and materials
- Dairy food in Asia Pacific – New Product descriptions

### Highlights

- 414 product SKUs launched in the Asia Pacific dairy food market
- Milk is the leading category in the Asia Pacific dairy food market
- Inner Mongolia Yili Industrial Group Co., Ltd. is the leading manufacturer of new dairy food products in Asia Pacific

### Reasons to Purchase

- Tracking your competitors latest innovations (and trends)
- Determine product innovation patterns by studying the characteristics of innovation

activity in the Asia Pacific Dairy food market

- Analyze trends in product development over time

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#### **414 PRODUCT SKUS LAUNCHED IN THE ASIA PACIFIC DAIRY FOOD MARKET**

Milk is the leading category in the Asia Pacific dairy food market

Inner Mongolia Yili Industrial Group Co., Ltd. is the leading manufacturer of new dairy food products in Asia Pacific

Cups was the dominant packing type among the new products launched in the Asia Pacific dairy food market

Majority of the products launched in the dairy food market used plastic as the package material

### INTRODUCTION

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