

Dairy Food in China to 2014

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Abstracts

Introduction

This databook provides key data and information on the dairy food market in China. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Contains information on eight categories: spreadable fats, soy products, cheese, chilled desserts, cream, milk, fromage frais and yogurt

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

Highlights

The market for dairy food in China increased at a compound annual growth rate of 3.7% between 2004 and 2009.

The milk category led the dairy food market in China, accounting for a share of 47.7%.

The leading players in the Chinese spreadable fats market are Goodman Fielder Ltd,

Dairy Farmers of America, Inc and Arla Foods amba.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the dairy food market in China

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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