

Market Analysis of Pregnant Milk Powder Industry in China 2016-2021

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Abstracts

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Supplied with outstanding nutrients that are helpful for growth of fetus and health of pregnant mother, milk powder for pregnant women is attracting more attention in the society. In the future, products for pregnant women would be an industrial emphasis. Therefore, the milk powder for pregnant women tends to occupy more and more markets shares.

In China, the production volume of milk powder was 1,580 thousand tonnes in 2014, which decreased 5.1% compared with last year. In 2015, the production volume of milk powder was 1,420 thousand tonnes, which decreased 5.84% compared with last year. However, with more and more infants born, the market demand for pregnant milk powder is bound to increase. In 2015, the production volume of pregnant milk powder reached nearly 60 thousand tonnes. As the realization of balanced nutrition concept and two-child policy, it is predicted that the production volume of pregnant milk powder would increase to 90 thousand tonnes in 2021.

In the future, the infant dairy business will be the developmental destination for dairy industry. In addition, the dairy products for pregnant women will be the key development region of dairy industry. Viewing from the perspective of present market demand for milk powder for pregnant women, nowadays, there is no a mature market for pregnant milk powder in China. However, from the perspective of developmental trend of dairy industry, milk powder for pregnant women will be an important developmental region in dairy industry.

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