

Report on the Chinese Baby Formula Industry 2015-2020

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Abstracts

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Baby formulas are milk powders for babies that were specifically made to resemble breast milk with added nutrients. The Chinese market produced a total of XX tons of whole milk powder and XX tons of skim milk powder in 2014. The Chinese market consumed a total of XX million tons of whole milk powder and XX tons of skim milk powder in the same year. Baby formulas had a retail volume of XX tons, a XX% growth over the previous year. Retail figures were at XX billion CNY, a XX% growth over the previous year.

Standard baby formulas had retail figures of XX billion CNY, a XX% growth over the previous year. The Chongqing baby formula market saw retail volumes of XX tons in 2014 and retail figures XX billion CNY. Increasing income and economic developments in Chongqing has been instrumental in the increased consumption of baby formula, and as a result the Chongqing baby formula market is expected to reach a total of XX billion CNY by 2020.

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