

Report on the Chinese industry for milk powder for pregnant women 2016-2021

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Abstracts

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Milk powder for pregnant women (MPPW) are contain lower than average levels of lactose and are rich in folic acid, linolenic acid, linoleic acid, iron, zinc calcium and Vitamin B12 amongst other nutrients, and are suited for mothers-to-be and pregnant women. The aforementioned ingredients are beneficial for fetuses and can also help to strengthen women's bodies, hence their inclusion in these formulas.

A total of XX million tons of milk powder were produced in 2015, a XX% decrease over the previous year. The relaxing of population control policies and the rising number of new births have led to an increase in demand for milk powder and in turn led to increased production of milk powder.

Consumer opinion of Chinese milk powder products however suffered a major blow during the end of the 2000s due to the melamine-laced Sanlu milk powder products. While the products in question were milk powder and formulas for babies, the fear of tainted milk powder has spread to include all forms of milk powder regardless of user age, and is one of the most important reasons why the Chinese milk powder industry has been unable to recover. Such fears have led to an increase in demand for foreign brands and brand reputation of domestic milk powders may take a long time to recover.

Contents

1 CHINESE MPPW MARKET SUPPLY AND DEMAND ANALYSIS

- 1.1 Main brands
- 1.2 Market supply analysis
 - 1.2.1 2011-2015 production volumes
 - 1.2.2 2016-2021 production volume forecast
- 1.3 Market demand analysis
 - 1.3.1 2011-2015 demand volumes
 - 1.3.2 2016-2021 demand volume forecast
- 1.4 Price analysis

2 INDUSTRY SUPPLY CHAIN ANALYSIS

- 2.1 Supply chain overview
- 2.2 Upstream developments analysis
 - 2.2.1 Raw milk market development
 - 2.2.2 Raw milk production volumes
 - 2.2.3 Raw milk prices
- 2.3 Downstream industry market demands
 - 2.3.1 Retail industry development for 'mothers and children' products
 - 2.3.2 Retail scale
 - 2.3.3 Online trade
 - 2.3.4 Online trade penetration rates

3 FOREIGN TRADE DATA FOR MPPW PRODUCTS

- 3.1 Import analysis
 - 3.1.1 Volumes
 - 3.1.2 Figures
 - 3.1.3 Sources
 - 3.1.4 Prices
- 3.2 Export analysis
 - 3.2.1 Volumes
 - 3.2.2 Figures
 - 3.2.3 Recipients
 - 3.2.4 Prices

4 MAJOR COMPANIES

4.1 Biostime

- 4.1.1 Development overview
- 4.1.2 Main products
- 4.1.3 Operational status
- 4.1.4 Sales networks
- 4.1.5 Development strategies

4.2 Yili Group

- 4.2.1 Development overview
- 4.2.2 Main products
- 4.2.3 Operational status
- 4.2.4 Sales networks
- 4.2.5 Development strategies

4.3 Beingmate

- 4.3.1 Development overview
- 4.3.2 Main products
- 4.3.3 Operational status
- 4.3.4 Sales networks
- 4.3.5 Development strategies

4.4 Wyeth

- 4.4.1 Development overview
- 4.4.2 Main products
- 4.4.3 Operational status
- 4.4.4 Sales networks
- 4.4.5 Development strategies

4.5 Mead Johnson Nutrition

- 4.5.1 Development overview
- 4.5.2 Main products
- 4.5.3 Operational status
- 4.5.4 Sales networks
- 4.5.5 Development strategies

5 INDUSTRY DEVELOPMENT TRENDS AND PROSPECTS

5.1 Investment prospects

- 5.1.1 Development prospects
- 5.1.2 Development trends
- 5.1.3 Market prospects

5.2 Investment risks

5.2.1 Political risks

5.2.2 Economic risks

5.2.3 Market competition risks

5.2.4 Technical risks

5.3 Investment strategies and advice for the MPPW industry

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