

Research Report on Infant Formulas Market in China 2013

<https://marketpublishers.com/r/SE02F999AD7EN.html>

Date: August 2013

Pages: 156

Price: US\$ 6,500.00 (Single User License)

ID: SE02F999AD7EN

Abstracts

Abstract

This report carries on a comprehensive and detailed analysis by six aspects including China's supply of raw material milk and milk-based raw materials, China's related policies on infant formula milk powder industry, China's infant formula milk powder market, major competitors and respective market shares of China's infant formula milk powder market, China's development trend of infant formula milk powder, and threats and opportunities that infant formula milk powder market are facing.

Research Background

In terms of the current dairy products with large commercial scale and profitability, infant formula milk powder is undoubted focus and hotpoint of industrial competition. According to the preliminary estimation of BOABC, currently the sale gross profit margin of foreign-funded infant formula milk powder brands represented by Mead Johnson and Dumex has reached 60%, and that of domestic infant formula milk powder brands represented by Yili, Beingmate, Shengyuan and Yashili has also reached 40-60%, which far exceeds 25% average gross profit margin of the entire dairy production industry, and attracts a large number of milk processing enterprises to turn to produce infant formula products, meanwhile, the capital outside the industry also saw the tremendous profits of the product, and has made strong capital penetration to the product. In recent years, infant formula milk powder companies have got listed in and outside China, and have obtained a wealth of capital, so they have made the formula milk powder to become one of the products with the highest investment value.

At present, the entire market size of China's infant formula milk powder is almost RMBY

62 billion, there are a hundred of production and processing enterprises with business license issued by the state, the whole market is obviously divided into high end and mid & low end, brand concentration is higher in the markets with different grades. With the increasing monitoring efforts of Chinese government on the whole dairy processing industry including infant formula milk powder companies, the brand concentration of infant formula milk powder market is expected to continue to increase.

This report carries on a comprehensive and detailed analysis by six aspects including China's supply of raw material milk and milk-based raw materials, China's related policies on infant formula milk powder industry, China's infant formula milk powder market, major competitors and respective market shares of China's infant formula milk powder market, China's development trend of infant formula milk powder, and threats and opportunities that infant formula milk powder market are facing. The data in this report includes the relevant official data of China, the data provided by dairy enterprises, data from terminal market research institutions as well as those that BOABC accumulated through years of cooperation with the industry. The data is authoritative, objective and forward-looking.

BOABC is a domestic well-known professional agricultural consulting company, and has strong R & D strength and excellent market research team, over the years, it has provided services for Chinese relevant government departments, international organizations, multinational companies, domestic well-known companies, boasting a good reputation. BOABC has attached great importance to China's dairy industry development, its main R & D personnel are the members of the related dairy policy "think tank" of the Chinese government, have a deep understanding on the China's whole industrial chain of dairy industry, and have maintained a good relationship with Dairy Association of China, China Dairy Industry Association and local related associations, also have a good cooperative relationship with domestic well-known dairy companies (such as Yili, Mengniu, Bright and Sanyuan, etc.) and foreign-funded companies (Nestle/Wyeth, Dumex, Mead Johnson, etc.). The report shall provide valuable reference for domestic and foreign dairy enterprises, raw materials and ingredients suppliers infant formula milk powder, equipment suppliers, investment and financing institutions to understand, know and research Chinese infant formula milk powder market, and expand Chinese infant formula milk

Contents

Main Conclusions

1. ANALYSIS OF CHINA'S DAIRY PRODUCT PROCESSING

1.1 Classification of Dairy Products in China

1.2 Production of Milk Powder

1.2.1 WMP

1.2.2 SMP

1.2.3 Modified Milk Powder

1.2.4 Infant Formula Milk Powder

1.3 Production Regional Distribution of Infant Formula Milk Powder

1.4 Management Policies of Production and Sales of Infant Formula Milk Powder in China

1.4.1 Regulations on Supervision and Administration of Dairy Products Quality and Safety

1.4.2 Rules for the Examination of Licensing Criteria for Enterprises Producing Infant Formula Milk Powder (2010 version)

1.4.3 Regulations on Supervision and Administration of Dairy Products Quality and Safety Issued by State Administration for Industry & Commerce

1.4.4 " Administrative Methods on Sales of Breast Milk Substitutes "

1.4.5 Infants' Formula Milk Production License System

1.4.6 Impact of New National Safety Standards on Chinese Infant Formula Powder Market and Tendency

1.5 Prediction on Production Capacity of China's Dairy Processing Industry in Future 5 Years

2 ANALYSIS OF CHINA'S INFANT MILK POWDER IMPORT

2.1 Overview of Dairy-Based Raw Materials Import

2.1.2 SMP

2.1.3 WMP

2.1.4 Whey Powder and Demineralized Whey Powder

2.1.5 Lactalbumin and Whey Protein Concentrate (WPC)

2.1.6 Lactose

2.1.7 Milk Fats

2.2 Original Infant Formula Milk Powder for Retail

2.2.1 Import Volume & Import Price (CIF)

- 2.2.2 Origins of Infant Formula Milk Powder Import
- 2.2.3 Imports of Other Formula Food for Infants & Young Children

3. OVERVIEW OF CHINA'S MARKET OF INFANT/YOUNG CHILD'S FORMULA MILK POWDER

3.1 Overview

- 3.1.1 Analysis of Market Consumption Characteristics of Infant Formula Milk Powder
- 3.1.2 Production and Layout of Infant/young Child's Milk Powder
- 3.1.3 Market Capacity and Distribution of Infant Formula Milk Powder
- 3.1.4 Growth Rate of Infant Formula Milk Powder Market

3.2 Marketing Analysis of China's Infant Formula Milk Powder

- 3.2.1 Marketing Channel of Infant Formula Milk Powder
- 3.2.2 Promotion Model of Infant Formula Milk Powder
- 3.2.3 Comparative Analysis of Different Marketing Model Procedures

3.3 Market Price Analysis of China's Infant Formula Milk Powder

- 3.3.1 Overview
- 3.3.2 Infant Milk Power Price Comparative Analysis of Domestic and International Brands

3.4 Analysis of Different Infant Formula Milk Powder Markets in China

- 3.4.1 I Phase I Infant Formula Milk Powder (for 0-6-month-old infants)
- 3.4.2 Phase II Infant Formula Milk Powder (For 7-12 months)
- 3.4.3 Phase III Infant Formula Milk Powder (for 1-3 years-old children)
- 3.4.4 Phase IV Formula Milk Powder (for 4-6 years-old children)
- 3.4.5 Pregnant Women and LActating Women Formula Milk Powder Market
- 3.4.6 Infant Formula Rice Cereal

- 3.4.6 Analysis of Selling Points of China's Infant Formula Milk Powder
- 3.4.7 Analysis of Packaging of China's Infant Formula Milk Powder Products

3.5 Consumption Demand Potential Analysis of Infant Formula Milk Powder Market in China

- 3.5.1 Analysis of Consumption Demand Status of Infant Formula Milk Powder
- 3.5.2 Analysis of Infant Formula Milk Powder Consumption Demand Trend in Future 3-5 Years

4. ANALYSIS ON MAIN PLAYERS (TOP10) OF INFANT FORMULA MILK POWDER OF CHINA

4.1 Chinese Infant Formula Milk Powder Producing Enterprises and Regional Distribution

4.2 Market Shares of Infant Formula Milk Powder Brands and the Change Features

4.3 Analysis on Top 10 Players

4.3.1 Inner Mongolia Yili Industrial Group Co., Ltd

4.3.2 Zhejiang Beingmate Technology Industry & Trade Co., Ltd

4.3.3 Dumex Baby Food Co. Ltd

4.3.4 Mead Johnson Nutrition (China) Co. Ltd

4.3.5 Wyeth Nutritional (China) Co., Ltd

4.3.6 Biostime Inc. (Guangzhou)

4.3.7 Synutra Nutritional Co., Ltd

4.3.8 Abbott (China) Co., Ltd

4.3.9 Ausnutria Dairy (China) Co., Ltd

4.3.10 Nestle (China) Co., Ltd

5. DEVELOPMENT TREND OF CHINESE INFANT FORMULA MILK POWDER MARKET

5.1 Technical Level of Products

5.2 Pricing

5.3 Market Brand Concentration

5.4 Market Structure

5.5 Enterprise Competition

5.6 Marketing Mode

6. ANALYSIS ON THREATS & OPPORTUNITIES OF CHINESE INFANT FORMULA MILK POWDER INDUSTRY

6.1 Analysis on Substitution of Chinese Breast-Milk to Infant Formula Milk Powder

6.1.1 Breast-milk Value Analysis

6.1.2 Analysis on Reasons for More and More Choices for Infant Formula Milk Powder

6.2 Analysis of Opportunities for Chinese Infant Formula Powder Industry

ANNEXES

Annex I: Balance Sheet of Supply and Demand of Raw Milk in China, 2011-2013

Annex II: List of General Situation of Infant Milk Powder Manufacturers with Annual Output of above 5000 tons, 2011

Annex III: List of General Situation of Top 10 Infant Milk Powder Manufacturers, 2012

Annex IV: List of Enterprises Regaining Infant Formula Milk Powder Production License, as of March 31, 2011

Annex V: List of Leading Importers of Infant Formula Food(HS1901.1000)(with a volume of above 1000 tons), 2012

Figures & Tables

FIGURES AND TABLES

- Figure 1.1 Structure of Dairy Products in China, by Output,2012
- Figure 1.2 Structure of Dairy Products in China, by Output,2012
- Figure 1.3 Milk Powder Production of China, 2008-2012
- Figure 1.4 WMP Production of China, 1999-2012
- Figure 1.5 SMP Production of China, 1999-2012
- Figure 2.1 China SMP Import Volume & Price, by Month, 2000-2013
- Figure 2.2 China Import Origins of SMP, by Volume, 2012
- Figure 2.3 China WMP Import Volume & Price, by Month, 2003-2013
- Figure 2.4 Import Volume & Price of Whey Products of China, by Month, 2004-2013
- Figure 2.5 China's Import Structure of Whey and Modified Whey Products, 2012
- Figure 2.6 China Lactalbumin & WPC Import Volume & Price, 2004-2012
- Figure 2.7 China Products Structure of Lactalbumin & WPC, 2012
- Figure 2.8 China Import Origins of Lactalbumin & WPC, 2012
- Figure 2.9 China Lactose Import Volume & Price, 2005-2012
- Figure 1.10 China Import Origins of Lactose, 2012
- Figure 2.11 China Milk Fats Import Volume & Price, by Month, 2004-2012
- Figure 2.12 China Import Origins of Milk Fats, 2012
- Figure 2.13 Imports of Original Infant Formula Milk Powder for Retail in China, by Month, 2000-2012
- Figure 2.14 China Import Origins of Infant Formula Milk Powder for Retail, 2012
- Figure 3.1 China Infant Formula Milk Powder Output, 1999-2012
- Figure 3.2 China Production Layout of Infant Formula Milk Powder, 2012
- Figure 3.3 Regional Distribution of Urban Infant Population and Infant Milk Powder Market Capacity (By Consumption Volume) in China's Different Provinces and Regions, 2012
- Figure 3.4 Flow of Infant Formula Milk Powder Promotion Model
- Figure 3.5 Comparison of Infant Milk Power Price of Domestic and International Brands, 2010-2013
- Figure 3.6 Factors influencing the consumers' purchase of infant formula milk powder
- Figure 3.7 Judge Standards of Consumers on Quality of Infant Formula Milk Powder after "the Melamine Scandal"
- Figure 3.8 Demand Changes on Infant Formula Milk Powder Before and After the Melamine Scandal
- Figure 4.1 Market Share of Famous Infant/young Child's Formula Milk Powder Brands, by Sales Value,2010-2012

Figure 4.2 Market Share Change of Beingmate Infant Milk Powder, by Sales Value, 2008-2012

Figure 4.3 Market Share Change of Synutra Infant Milk Powder, by Sales Value, 2008-2012

Table 1.1 Balance Sheet of Supply and Demand of WMP in China, 2010-2012

Table 1.2 Balance Sheet of Supply and Demand of SMP in China, 2010-2012

Table 1.3 Sensory Requirements

Table 1.4 Indexes for Protein, Fat and Carbohydrate

Table 1.5 Vitamin Index

Table 1.6 Mineral Index

Table 1.7 Optional Components Index

Table 1.8 Other Indexes

Table 1.9 Contaminant Limit (calculated based on powdery products)

Table 1.10 Mycotoxin Limit (based on powdery products)

Table 1.11 Microbial Limit

Table 1.12 Urease Activity Index

Table 1.13 Sensory Requirements

Table 1.14 Protein, Fat and Carbohydrate Indexes

Table 1.15 Vitamin Index

Table 1.16 Mineral Index

Table 1.17 Optional Components

Table 1.18 Other Indexes

Table 1.19 Mycotoxin Limit (based on powdery products)

Table 1.20 Microbial Limit

Table 1.21 Urease Activity Index

Table 1.22 Sensory Requirements

Table 1.23 Basic Nutrition Index

Table 1.24 Optional Nutrition Constituent Indexes

Table 1.25 Limit for Carbohydrate Addition

Table 1.26 Other Indexes

Table 1.27 Contaminant Limit

Table 1.28 Mycotoxin Limit

Table 1.29 Microbial Limit

Table 1.30 Urease Activity Index

Table 1.31 Comparison between Output of China's Major Dairy Products and Their Capacity Utilization, 2012

Table 2.1 China's Milk-based Raw Material Import, by Volume, 2010-2012

Table 2.2 China Import Origins of Whey Products, 2009-2012

Table 2.3 Import Prices (CIF) of Infant Formula Milk Powder from Different Origins, by

Month, 2010-2013

Table 2.4 List of “Restriction Policy” of Foreign Infant Formula

Table 2.5, Price Difference of Foreign Milk Powder between China and Foreign Countries

Table 2.6 Main World-famous Original Infant Formula in China’s Mainland Market

Table 3.1 Urban Market Capacity of Infant Milk Powder in China’s Different Provinces and Regions, 2012

Table 3.2 Market Capacity of Babies 0-3 Years in Cities of Line I, Line II and Line III, 2012

Table 3.3 Comparison of Infant Formula Milk Powder Marketing Channel Composition of Some Famous Brand Enterprises, 2012

Table 3.4 Retail Terminal Market (online) Price Comparison of Domestic and Intl’ Brands of Infant Formula Milk Powder Phase I, First half of 2013

Table 3.5 Retail Terminal Market (online) Price Comparison of Domestic and Intl’ Brands of Infant Formula Milk Powder Phase II, First half of 2013

Table 3.6 Retail Terminal Market (online) Price Comparison of Domestic and Intl’ Brands of Infant Formula Milk Powder Phase III, First half of 2013

Table 3.7 Retail Terminal Market Price online Comparison of Well-known Domestic and Intl’ Brands of Infant Formula Rice Cereal Phase I, II and III, First half of 2013

Table 3.8 Infant Formula Milk Powder Consumption Level Per Capita of China’s Urban and Rural Babies, 2003-2012

Table 4.1 Infant Formula Milk Powder Enterprises in the “Blacklist” of the Melamine Scandal in 2008

Table 4.2 Regional Distribution of Enterprises Regaining Infant Formula Milk Powder Production License, as of March 31, 2011

Table 4.3 Registration Reference on Yili Group

Table 4.4 Top 10 Leading Shareholders & Stock Distribution of Yili Group

Table 4.5 Total Profit of Yili, 1st Three Quarters of 2012

Table 4.6 Raw Milk Procurement Scale and Prices of Synutra Dairy, 2007-2011

Table 4.7 Main Product Series of Yili Group

Table 4.8 Output of Main Products of Yili Group, 2008-2011

Table 4.9 Registration Reference on Beingmate

Table 4.10 Total Number of Shareholders and Shareholdings of Top 10 Circulation Shareholders of Beingmate, by 2012

Table 4.11 Financial Situation of Beingmate, 2008-2012

Table 4.12 Production, Sales & Stocks of Main Products of Beingmate, 2011-2012

Table 4.13 Beingmate Infant/young Child Formula Milk Powder Related Production

Table 4.14 Registration materials of Dumex Baby Food Co. Ltd

Table 4.15 Product Output List of Dumex Baby Food Co. Ltd, 2007-2011

- Tabel 4.16 Promotion of Technology and Products of Dumex in China
- Table 4.17 Main Product Output of Mead Johnson,2008-2011
- Table 4.18 Registration materials of Qingdao Shengyuan Dairy Co., Ltd
- Table 4.19 Shareholders of Synutra Dairy Possessing more than Shares of 5%, 2012
- Table 4.20 Financial Statement of Synutra Int'l, 2011-2012
- Table 4.21 Financial Statement of Synutra Int'l, 2008-2012
- Table 4.22 Raw Milk Procurement Scale and Prices of Synutra Dairy, 2007-2011
- Table 4.23 Main Product List of Synutra Dairy
- Table 4.24 Output of Main Products of Syrutra Dairy, 2005-2011
- Table 4.25 Related Infant Formula Milk Powder Production Equipment List of Syrutra Dairy
- Tabel 4.26 Process of Technology R&D and Popularization and Application of Synutra, 2001-2012
- Table 4.27 Retail Price of Infant Formula Milk Powder Brands of Abbott in the first half of 2013
- Tabel 4.28 Main Shareholders of Ausnutria Dairy (China), by the end of 2010
- Table 4.29 Financial Situation of Ausnutria Dairy, 2006-2011
- Table 4.30 Main Product List of Ausnutria Dairy
- Table 4.31 Main Product Output List of Ausnutria Dairy, 2007-2011
- Table 4.32 Output of Main Products of Nestle (China), 2010-2011
- Table 6.1 Feeding of infants in different months
- Table 6.2 Percentage of Interviewees Heard of the International Code of Marketing of Breast Milk Substitutes(short for "Code") or the Administrative Methods on Sales of Breast Milk Substitutes (short for "Methods")
- Table 6.3 Percentage of Interviewees Understanding of the International Code of Marketing of Breast Milk Substitutes(short for "Code") or the Administrative Methods on Sales of Breast Milk Substitutes (short for "Methods")
- Table 6.4 Use of Breast-milk Substitutes of infants in parturition and in hospital

I would like to order

Product name: Research Report on Infant Formulas Market in China 2013

Product link: <https://marketpublishers.com/r/SE02F999AD7EN.html>

Price: US\$ 6,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SE02F999AD7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970