

# Comparative Analysis between Mengniu and Yili/data publication

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## Abstracts

Dairy product industry hot topics in 2013:

In June 2013, in the hope of establishing and expanding Mengniu's infant milk powder production, Mengniu acquired Guangdong Yashili Group Co., Ltd.(Yashili) by USD1.61 billion, which accounted for 89.82% share of Yashili.

In September 2013, Yili invested USD50 million in joining China Huishan Dairy Holdings Co., Ltd (Huishan Dairy). At the same time, Huishan Dairy was listed in Hong Kong. Yili and Huishan Dairy signed a long-term contract for milk, which helped Yili to maintain a stable supply of raw milk in Northeast China.

In 16 June, 2013, General Office of the State Council issued the Suggestion on Further Improve the Quality and Safety of Infant Milk Powder. The Ministry of Industry and Information Technology together with the China Food and Drug Administration introduced the common regulation policy of infant milk powder.

Background:

As China's two largest dairy companies, Mengniu and Yili are competing in a close game, including the R&D of products, production technology and marketing, etc. Two enterprises are supposed to increase their market share by expanding brand influences and adjusting the marketing strategy and so on.

Purpose of report:

To clearly describe the comparative analysis between Mengniu and Yili, CCM has collected lots of information in various ways. In this report, basic information of the two dairy enterprises has been described in detail, comparisons on brand strategy, marketing strategy and business indicator also have been analyzed.

What to report:

In this report, comparative analysis between Mengniu and Yili has been analyzed exhaustively from the following aspects:

Basic information of Mengniu and Yili

Brand strategy comparison

Marketing strategy comparison

Business indicator comparison

Forecast:

With the increasing demand for dairy products, Mengniu and yili will continue to grow and they will have broader prospects in the near future. Besides, competition between Mengniu and Yili will become more intense in various fields.

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### COMPANIES MENTIONED

Inner Mongolia Yili Industrial Group Co., Ltd., Bright Dairy & Food Co., Ltd., Beijing Sanyuan Foods Co., Ltd., Inner Mongolia Mengniu Dairy (Group) Co., Ltd.

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