

# Merger and Acquisition Case Analysis of Listed Dairy Product Companies in China

<https://marketpublishers.com/r/M30888C2937EN.html>

Date: November 2014

Pages: 16

Price: US\$ 2,160.00 (Single User License)

ID: M30888C2937EN

## Abstracts

### Dairy product industry hot topics in 2013:

In May 2013, the Hong Kong SAR government issued the purchase restrictions on quantities of milk powder, stipulating that people aged 16 or more than 16 can leave Hong Kong with carrying less than 1.8 kg milk powder.

In June 2013, the State Council approved the Plan for Promoting the Merger and Acquisition (M&A) among Infant Formula Powder Enterprises, published by the Ministry of Industry and Information Technology, the National Development and Reform Commission, the Ministry of Finance and the China Food and Drug Administration. After the following five years, the number of China's enterprises in infant formula powder industry will be integrated into about 50.

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:

Great changes have taken place in China's dairy product industry. There are obvious improvements at the levels of technical equipment, milk production bases and business management. Besides, M&A between enterprises are becoming more frequently. And M&A improves the market competitiveness of the enterprises. As it further expands the enterprise scale, M&A helps to optimize the resources and realize culture reconstruction

of enterprises.

Purpose of report: To clearly describe China's M&A in dairy industry, CCM has collected lots of information in various ways. In this report, current situation, motivation and background for M&A has been described in detail, main M&A cases of milk enterprises also have been analyzed.

**What to report: In this report, M&A in dairy product industry has been analyzed exhaustively from the following aspects:**

Current situation of dairy product industry

Listed dairy product enterprises motivations for M&A

Background analysis of M&A of listed dairy product enterprises

M&A case analysis

Forecast: The number of baby and infant powder milk enterprises will be significantly reduced. Half of Original Equipment Manufacturer (OEM) dairy enterprises will be eliminated from the dairy market. Also, dairy product enterprises will continue to upgrade their product structure.

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 M&A**

### **3 CURRENT SITUATION OF DAIRY PRODUCT INDUSTRY**

### **4 LISTED DAIRY PRODUCT COMPANIES MOTIVATIONS FOR M&A**

### **5 BACKGROUND ANALYSIS OF M&A OF LISTED DAIRY PRODUCT COMPANIES**

#### 5.1 Policy factor

#### 5.2 Increased market demand

#### 5.3 Intensified competition among dairy product companies

### **6 M&A CASE ANALYSIS**

#### 6.1 Inner Mongolia Mengniu Dairy (Group) Co., Ltd.

#### 6.2 Bright Dairy & Food Co., Ltd.

#### 6.3 Inner Mongolia Yili Industrial Group Co., Ltd.

#### 6.4 Feihe International, Inc.

#### 6.5 Other M&A events

### **7 CONCLUSION**

#### 7.1 M&A obstacles

#### 7.2 M&A effects

#### 7.3 M&A trends

## List Of Tables

### LIST OF TABLES

Table 2-1 15 major listed dairy product companies in China

Table 3-1 Revenue of the top 4 listed dairy product enterprises, 2009 and 2013

Table 5.2-1 Gap of milk market of major dairy product enterprises in China, 2013

## List Of Figures

### LIST OF FIGURES

Figure 3-1 Output of dairy products in China, 2009-2013

Figure 3-2 Output of raw milk in China, 2009-2013

Figure 5.2-1 Per capita dairy consumption in China, 2001-2013, Kg

Figure 5.2-2 Comparison of per capita dairy consumption in the world, 2013

Figure 7.3-1 Number of infant formula powder enterprises in China, 2010-2018

## I would like to order

Product name: Merger and Acquisition Case Analysis of Listed Dairy Product Companies in China

Product link: <https://marketpublishers.com/r/M30888C2937EN.html>

Price: US\$ 2,160.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M30888C2937EN.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