

# Profile of Chinese Dairy Company

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## Abstracts

The 2008 Chinese milk scandal has involved most Chinese dairy companies. While the impact of this food safety incident gradually faded away, they have witnessed development at varying degree. The bankruptcy of Sanlu Group Co., Ltd. has left large development space; dairy producers have been speeding up expansion and promotion, endeavouring to recapture lost market share. What is the current situation for local dairy producers in China? What has happened to them in recent years? What is the competitive landscape of China's dairy market? You can find the answer in the report.

The report covers major Chinese dairy producers in terms of background, ownership, business and product mix, production situation, market position and development dynamics. The mentioned companies include leading producers of milk powder, such as Inner Mongolia Yili Industrial Group Co., Ltd., Hangzhou Beingmate Group Co., Ltd., Synutra International Inc. and those of liquid milk such as Shanghai Bright Dairy & Food Co., Ltd., Inner Mongolia Mengniu Dairy (Group) Co., Ltd. and so on.

Integrating CCM's professional experiences and insight obtained from direct connection with associations and dairy producers, the following aspects will be presented:

Brief introduction and recent financial performance in dairy business of 21 dairy companies

Detailed product and brand situation

Production volumes in key product segment and purchasing amount of raw milk

Analysis of market position, business focus and strategy

Basic informations and key events in company history

## SWOT Analysis of 21 dairy companies

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## About

Mengniu has started to build a plant in Jinhua City, Zhejiang Province in Feb. 2012. Mengniu's formula business has developed relative slowly in recent years, with its sales only accounting for about 2.1% of Mengniu's main business sales in 2011. However, in Aug. 2012, Ms Sun Yiping, the new president of Mengniu, indicated that Mengniu will keep formula business and pay more attention to developing this sector in the future. Therefore, the output of Mengniu's formula is estimated to increase in the following years.

Mengniu, another leading dairy processor in China, is good at brand marketing. Its marketing approaches mainly include "Shenzhou" events marketing, "Super girl" entertainment marketing, "Donated milk" charity marketing and "NBA" sport marketing, etc. These marketing activities are proved to be efficient. The company indicated that it will launch more dairy products under the good brands and develop more premium products in the future, aiming to seek high profitability.

Compared with Yili, Mengniu has paid more attention to increasing quality of dairy products in recent two years, aiming to recover consumers' confidence after 2008 melamine scandal and Aflatoxin incident. In Sept. 2012, Mengniu changed all its product packages, and announced a new slogan of "little happiness matters", aiming to convey the conception of "innovation, healthy, happiness" to consumers. What's more, Mengniu has accepted Arla Foods as its second large shareholder in June 2012, after COFCO becoming its largest shareholder in 2009. Mengniu intends to introduce advanced technology of both dairy farm and company management through cooperating with Arla Foods. This will help Mengniu's business expansion outside mainland China, such as Hong Kong, Macao, Singapore and Mongolia in the future.

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