

Profile of Chinese Dairy Company

<https://marketpublishers.com/r/P68404D2807EN.html>

Date: June 2013

Pages: 106

Price: US\$ 11,917.00 (Single User License)

ID: P68404D2807EN

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

Contents

- 1 AUSNUTRIA DAIRY CORPORATION LTD.
- 2 BEIJING SANYUAN FOODS CO., LTD.
- 3 FEIHE INTERNATIONAL INC.
- 4 FUJIAN CHANGFU DAIRY GROUP CO., LTD.
- 5 GUANGDONG YANTANG DAIRY JOINT STOCK CO., LTD.
- 6 GUANGDONG YASHILI GROUP CO., LTD.
- 7 GUANGXI ROYAL DAIRY CO., LTD.
- 8 HANGZHOU WAHAHA GROUP CO., LTD.
- 9 HEILONGJIANG WONDERSUN DAIRY CO., LTD.
- 10 HUNAN AVADAIRY CO., LTD.
- 11 INNER MONGOLIA MENGNIU DAIRY (GROUP) CO., LTD.
- 12 INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD.
- 13 LONGDAN DAIRY TECHNOLOGY CO., LTD.
- 14 NEW HOPE DAIRY HOLDING CO., LTD.
- 15 PANDA DAIRY GROUP CO., LTD.
- 16 SHANGHAI BRIGHT DAIRY & FOOD CO., LTD.
- 17 SHENYANG HUIZHAN DAIRY CO., LTD.
- 18 SHIJIAZHUANG JUNLEBAO DAIRY CO. LTD.

19 SYNUTRA INTERNATIONAL INC.

20 XI'AN YINQIAO BIOTECHNOLOGY CO., LTD.

21 ZHEJIANG BEINGMATE SCIENTIFIC-INDUSTRIAL- TRADE SHARE CO., LTD.

List Of Tables

LIST OF TABLES

Table 1.1.1-1 Basic info of Ausnutria, 2013

Table 1.1.4-1 Business performance of Ausnutria, 2009-H1 2011

Table 1.1.4-2 Main business sales revenue of Ausnutria by product, 2009-2010, million USD

Table 1.1.5-1 List of Ausnutria's products, 2012

Table 1.2-1 Supply and production situation of Ausnutria, 2012, tonne

Table 1.4-1 SWOT Analysis of Ausnutria

Table 2.1.1-1 Basic info of Beijing Sanyuan, 2013

Table 2.1.3-1 Current ownership structure of Beijing Sanyuan, 2013

Table 2.1.4-1 Overall business performance of Beijing Sanyuan, 2009-2012

Table 2.1.4-2 Main business sales revenue of Beijing Sanyuan by industry, 2009-2012 (Unit: Million USD)

Table 2.1.4-3 Main business sales revenue of Beijing Sanyuan by product, 2009-2012 (Unit: Million USD)

Table 2.1.4-4 Main business sales revenue of Beijing Sanyuan by region, 2009-2012 (Unit: Million USD)

Table 2.1.5-1 List of Beijing Sanyuan's UHT milk series, 2012

Table 2.1.5-2 List of Beijing Sanyuan's yogurt series, 2012

Table 2.1.5-3 List of Beijing Sanyuan's pasteurized milk series, 2012

Table 2.1.5-4 List of Beijing Sanyuan's milk beverage, 2012

Table 2.1.5-5 List of Beijing Sanyuan's milk powder series, 2012

Table 2.1.5-6 List of Beijing Sanyuan's cheese series, 2012

Table 2.2-1 Supply and production situation of Beijing Sanyuan, 2012, tonne

Table 2.4-1 SWOT Analysis of Beijing Sanyuan

Table 3.1.1-1 Basic info of Feihe, 2013

Table 3.1.4-1 Overall business performance of Feihe, 2009-2012

Table 3.1.4-2 Main business sales revenue of Feihe by product, 2009-2012, million USD

Table 3.1.5-1 List of Feihe's nutritional rice cereal series, 2012

Table 3.1.5-2 List of Feihe's infant formula series, 2012

Table 3.1.5-3 List of Feihe's nutritional products series

Table 3.1.5-4 List of Feihe's UHT milk series

Table 3.1.5-5 List of Feihe's ingredient series

Table 3.2-1 Supply and production situation of Feihe, 2012, tonne

Table 3.2-2 Supply and production situation of Feihe, 2009, tonne

Table 3.4-1 SWOT Analysis of Feihe

Table 4.1.1-1 Basic info of Changfu Dairy, 2013

Table 4.1.4-1 List of Changfu Dairy's pasteurized milk series, 2012

Table 4.1.4-2 List of Changfu Dairy's UHT milk series, 2012

Table 4.1.4-3 List of Changfu Dairy's milk beverage series, 2012

Table 4.1.4-4 List of Changfu Dairy's yogurt series, 2012

Table 4.2-1 Supply and production situation of Changfu Dairy, 2012, tonne

Table 4.4-1 SWOT Analysis of Changfu Dairy, 2012

Table 5.1.1-1 Basic info of Yantang Dairy, 2013

Table 5.1.4-1 List of Yantang Dairy's pasteurized milk series, 2012

Table 5.1.4-2 List of Yantang Dairy's UHT milk series, 2012

Table 5.1.4-3 List of Yantang Dairy's milk beverage series, 2012

Table 5.1.4-4 List of Yantang Dairy's yogurt series, 2012

Table 5.2-1 Supply and production situation of Yantang Dairy, 2012, tonne

Table 5.4-1 SWOT Analysis of Yantang Dairy

Table 6.1.1-1 Basic info of Yashili, 2013

Table 6.1.4-1 Overall business performance of Yashili, 2010-2012

Table 6.1.4-2 Main business sales revenue of Yashili by product, 2009-2012 (Unit: Million USD)

Table 6.1.5-1 List of Yashili's nutritional products series, 2012

Table 6.1.5-2 List of Yashili's formula powder series, 2012

Table 6.2-1 Supply and production situation of Yashili, 2012, tonne

Table 6.4-1 SWOT Analysis of Yashili

Table 7.1.1-1 Basic info of Royal Dairy, 2013

Table 7.1.4-1 Overall business performance of Royal Dairy, 2009-2012

Table 7.1.4-2 Main business sales revenue of Royal Dairy by industry, 2009-2012 (Unit: Million USD)

Table 7.1.4-3 Main business sales revenue of Royal Dairy by product, 2009-2012 (Unit: Million USD)

Table 7.1.4-4 Main business sales revenue of Royal Dairy by region, 2009-2012 (Unit: Million USD)

Table 7.1.5-1 List of Royal Dairy's pasteurized milk series

Table 7.1.5-2 List of Royal Dairy's UHT milk series

Table 7.1.5-3 List of Royal Dairy's milk beverage series

Table 7.1.5-4 List of Royal Dairy's yogurt series

Table 7.2-1 Supply and production situation of Royal Dairy, 2012, tonne

Table 7.4-1 SWOT Analysis of Royal Dairy

Table 8.1.1-1 Basic info of Wahaha Group, 2013

Table 8.1.3-1 Sales Revenue of Wahaha Group, 2009-2012

- Table 8.1.4-1 List of Wahaha Group's milk beverage series, 2012
- Table 8.1.4-2 List of Wahaha Group's infant formula series, 2012
- Table 8.2-1 Supply and production situation of Wahaha Group, 2012, tonne
- Table 8.4-1 SWOT Analysis of Wahaha Group
- Table 9.1.1-1 Basic info of Wondersun Dairy, 2013
- Table 9.1.4-1 List of Wondersun Dairy's nutritional products series, 2012
- Table 9.1.4-2 List of Wondersun Dairy's UHT milk series, 2012
- Table 9.1.4-3 List of Wondersun Dairy's yogurt series, 2012
- Table 9.1.4-4 List of Wondersun Dairy's milk beverage series, 2012
- Table 9.1.4-5 List of Wondersun Dairy's infant formula series, 2012
- Table 9.1.4-6 List of Wondersun Dairy's Adult formula series, 2012
- Table 9.1.4-7 List of Wondersun Dairy's goat milk formula series, 2012
- Table 9.2-1 Supply and production situation of Wondersun Dairy, 2012, tonne
- Table 9.2-2 Supply and production situation of Panda Dairy, 2009, tonne
- Table 9.4-1 SWOT Analysis of Wondersun Dairy
- Table 10.1.1-1 Basic info of Avadairy, 2013
- Table 10.1.4-1 List of Avadairy's infant formula series, 2012
- Table 10.1.4-2 List of Avadairy's adult formula series, 2012
- Table 10.1.4-3 List of Avadairy's pasteurized milk series, 2012
- Table 10.1.4-4 List of Avadairy's UHT milk series, 2012
- Table 10.1.4-5 List of Avadairy's yogurt series, 2012
- Table 10.1.4-6 List of Avadairy's milk beverage series, 2012
- Table 10.1.4-7 List of Avadairy's nutritional products series, 2012
- Table 10.2-1 Supply and production situation of Avadairy, 2012, tonne
- Table 10.2-2 Supply and production situation of JinBao Dairy, 2009, tonne
- Table 10.4-1 SWOT Analysis of Avadairy
- Table 11.1.1-1 Basic info of Mengniu, 2013
- Table 11.1.4-1 Overall business performance of Mengniu, 2009-2012
- Table 11.1.4-2 Main business sales revenue of Mengniu by product, 2009-2012 (Unit: Million USD)
- Table 11.1.5-1 List of Mengniu's pasteurized milk series, 2012
- Table 11.1.5-2 List of Mengniu's UHT milk series, 2012
- Table 11.1.5-3 List of Mengniu's milk beverage series, 2012
- Table 11.1.5-4 List of Mengniu's yogurt series, 2012
- Table 11.1.5-5 List of Mengniu's ice cream series, 2012
- Table 11.1.5-6 List of Mengniu's Arla formula series, 2012
- Table 11.1.5-7 List of Mengniu's cheese series, 2012
- Table 11.1.5-8 List of Mengniu's ingredients series, 2012
- Table 11.1.5-9 List of Mengniu's other series, 2012

- .Table 11.2-1 Supply and production situation of Mengniu, 2012, tonne
- Table 11.4-1 SWOT Analysis of Mengniu
- Table 12.1.1-1 Basic info of Yili, 2013
- Table 12.1.3-1 Current ownership structure of Yili, 2013
- Table 12.1.4-1 Overall business performance of Yili, 2009-2012
- Table 12.1.4-2 Main business sales revenue of Yili by industry, 2009-2012 (Unit: Million USD)
- Table 12.1.4-3 Main business sales revenue of Yili by product, 2009-2012 (Unit: Million USD)
- Table 12.1.4-4 Main business sales revenue of Yili by region, 2009-2012 (Unit: Million USD)
- Table 12.1.5-1 List of Yili's UHT milk series, 2012
- Table 12.1.5-2 List of Yili's milk beverage series, 2012
- Table 12.1.5-3 List of Yili's ice cream series, 2012
- Table 12.1.5-4 List of Yili's yogurt series, 2012
- Table 12.1.5-5 List of Yili's cheese series, 2012
- Table 12.1.5-6 List of Yili's milk powder series, 2012
- Table 12.2-1 Supply and production situation of Yili, 2012, tonne
- Table 12.4-1 SWOT Analysis of Yili
- Table 13.1.1-1 Basic info of Longdan Dairy, 2013
- Table 13.1.4-1 List of Longdan Dairy's milk powder series, 2012
- Table 13.1.4-2 List of Longdan Dairy's UHT milk series, 2012
- Table 13.1.4-3 List of Longdan Dairy's milk beverage series, 2012
- Table 13.1.4-4 List of Longdan Dairy's yogurt series, 2012
- Table 13.2-1 Supply and production situation of Longdan, 2012, tonne
- Table 13.4-1 SWOT Analysis of Longdan Dairy
- Table 14.1.1-1 Basic info of Now Hope Dairy, 2013
- Table 14.1.4-1 List of New Hope Dairy's UHT milk series, 2012
- Table 14.1.4-2 List of New Hope Dairy's yogurt series, 2012
- Table 14.1.4-3 List of New Hope Dairy's pasteurized milk series, 2012
- Table 14.1.4-4 List of New Hope Dairy's milk beverage series, 2012
- Table 14.1.4-5 List of Junlebao Dairy's UHT milk series
- Table 14.1.4-6 List of Junlebao Dairy's milk beverage series
- Table 14.1.4-7 List of Junlebao Dairy's yogurt series
- Table 14.1.4-8 List of Junlebao Dairy's cheese series
- Table 14.2-1 Supply and production situation of New Hope Dairy, 2012, tonne
- Table 14.4-1 SWOT Analysis of New Hope Dairy
- Table 15.1.1-1 Basic info of Pada Dairy, 2013
- Table 15.1.4-1 List of Panda Dairy's sweetened condensed milk series, 2012

- Table 15.1.4-2 List of Panda Dairy's ingredient series, 2012
- Table 15.1.4-3 List of Panda Dairy's cheese series, 2012
- Table 15.1.4-4 List of Panda Dairy's coconut series, 2012
- Table 15.2-1 Supply and production situation of Panda Dairy, 2012, tonne
- Table 15.4-1 SWOT Analysis of Panda Dairy
- Table 16.1.1-1 Basic info of Bright Dairy, 2013
- Table 16.1.4-1 Overall business performance of Bright Dairy, 2009-2012
- Table 16.1.4-2 Main business performance of Bright Dairy by product, 2009-2012 (Unit: Million USD)
- Table 16.1.4-3 Main business performance of Bright Dairy by region, 2009-2012 (Unit: Million USD)
- Table 16.1.5-1 List of Bright Dairy's pasteurized milk series, 2012
- Table 16.1.5-2 List of Bright Dairy's UHT milk series, 2012
- Table 16.1.5-3 List of Bright Dairy's milk beverage series, 2012
- Table 16.1.5-4 List of Bright Dairy's yogurt series, 2012
- Table 16.1.5-5 List of Bright Dairy's milk powder series, 2012
- Table 16.1.5-6 List of Bright Dairy's cheese series, 2012
- Table 16.1.5-7 List of Bright Dairy's butter series, 2012
- Table 16.2-1 Supply and production situation of Bright Dairy, 2012, tonne
- Table 16.4-1 SWOT Analysis of Bright Dairy
- Table 17.1.1-1 Basic info of Huishan Dairy, 2013
- Table 17.1.4-1 List of Huishan Dairy's UHT milk series, 2012
- Table 17.1.4-2 List of Huishan Dairy's yogurt series, 2012
- Table 17.1.4-3 List of Huishan Dairy's pasteurized milk series, 2012
- Table 17.1.4-4 List of Huishan Dairy's milk beverage series, 2012
- Table 17.2-1 Supply and production situation of Huishan Dairy, 2012, tonne
- Table 17.4-1 SWOT Analysis of Huishan Dairy
- Table 18.1.1-1 Basic info of Junlebao Dairy, 2013
- Table 18.1.4-1 List of Junlebao Dairy's UHT milk series, 2012
- Table 18.1.4-2 List of Junlebao Dairy's milk beverage series, 2012
- Table 18.1.4-3 List of Junlebao Dairy's yogurt series, 2012
- Table 18.1.4-4 List of Junlebao Dairy's cheese series, 2012
- Table 18.2-1 Supply and production situation of Junlebao Dairy, 2012, tonne
- Table 18.4-1 SWOT Analysis of Junlebao Dairy
- Table 19.1.1-1 Basic info of Synutra, 2013
- Table 19.1.4-1 Overall business performance of Synutra, 2009- 2013
- Table 19.1.4-2 Main business sales revenue of Synutra by product, 2009-2013 (Unit: Million USD)
- Table 19.1.5-1 List of Synutra's dietary supplements series, 2012

- Table 19.1.5-2 List of Synutra's infant formula series, 2012
- Table 19.2-1 Supply and production situation of Synutra, 2012, tonne
- Table 19.4-1 SWOT Analysis of Synutra
- Table 20.1.1-1 Basic info of Yinqiao Biotech, 2013
- Table 20.1.4-1 List of Yinqiao Biotech's formula powder series, 2012
- Table 20.1.4-2 List of Yinqiao Biotech's pasteurized milk series, 2012
- Table 20.1.4-3 List of Yinqiao Biotech's UHT milk series, 2012
- Table 20.1.4-4 List of Yinqiao Biotech's milk beverage series, 2012
- Table 20.1.4-5 List of Yinqiao Biotech's yogurt series, 2012
- Table 20.2-1 Supply and production situation of Yinqiao Biotech, 2012, tonne
- Table 20.4-1 SWOT Analysis of Yinqiao Biotech
- Table 21.1.1-1 Basic info of Beingmate, 2013
- Table 21.1.4-1 Overall business performance of Beingmate, 2009-2012
- Table 21.1.4-2 Main business sales revenue of Beingmate by product, 2011-2012 (Unit: Million USD)
- Table 21.1.4-3 Main business sales revenue of Beingmate by region, 2011-2012 (Unit: Million USD)
- Table 21.1.5-1 List of Beingmate's nutrition rice cereals series, 2012
- Table 21.1.5-2 List of Beingmate's dietary supplements series, 2012
- Table 21.1.5-3 List of Beingmate's formula powder series, 2012
- Table 21.2-1 Supply and production situation of Beingmate, 2012, tonne
- Table 21.4-1 SWOT Analysis of Beingmate

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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