

# China Mengniu Dairy Co Ltd in Dairy Products and Alternatives (World)

<https://marketpublishers.com/r/C8D0BB2FB85BEN.html>

Date: January 2023

Pages: 32

Price: US\$ 570.00 (Single User License)

ID: C8D0BB2FB85BEN

## Abstracts

Mengniu is the fifth largest dairy player in the world, with significant sales of dairy products in China. The company has benefited from market momentum after the COVID-19 pandemic, as dairy products – especially drinking milk – are believed to be good for boosting immunity. The company continues to optimise its baby food product portfolio, in order to address the shrinking milk formula market in China and to capture opportunities for premium products both in China and in overseas markets.

Euromonitor International's China Mengniu Dairy Co Ltd in Dairy Products and Alternatives (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Dairy Products and Alternatives industry. The report examines company shares by region and category, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving its success.

**Product coverage:** Baby Food, Dairy, Plant-based Dairy.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
State of play  
Exposure to future growth  
Competitive positioning  
Dairy  
Baby food  
Key findings  
Appendix

## I would like to order

Product name: China Mengniu Dairy Co Ltd in Dairy Products and Alternatives (World)

Product link: <https://marketpublishers.com/r/C8D0BB2FB85BEN.html>

Price: US\$ 570.00 (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/C8D0BB2FB85BEN.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