

China Mengniu Dairy Co Ltd (World)

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Date: April 2019

Pages: 25

Price: US\$ 572.00 (Single User License)

ID: C4FD722161DEN

Abstracts

China Mengniu Dairy Co Ltd ranked 13th among the world's packaged food companies in 2018, largely benefiting from its success in its domestic market. In China, Mengniu competes with its biggest rival Yili in various categories, mainly in dairy, baby food and ice cream, ranking after Yili. With its second overseas plant opened in Indonesia at the end of 2018, Mengniu's presence is expected to expand across Asia Pacific and globally in the future.

Euromonitor International's China Mengniu Dairy Co Ltd (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaged Food market. The report examines company shares by region and sector, 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 success.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

Why buy this report?

Get a detailed picture of the Packaged Food 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.

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