

Inner Mongolia Yili Industrial Group Co Ltd in Packaged Food Company Profile (World)

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Abstracts

Yili is the largest company in packaged food in China, supported by its strong presence in dairy. The company tops the list for milk and yoghurt, and achieves robust growth in milk alternatives and baby food. However, it faces direct competition with Mengniu and challenges from emerging players. To reinforce leadership, Yili innovates frequently and explores market opportunities in Southeast Asia.

Euromonitor International's Inner Mongolia Yili Industrial Group Co Ltd in Packaged Food Company Profile (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.

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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.

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