

Organic Dairy Market in China: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/O4BEC29B297EN.html>

Date: January 2023

Pages: 106

Price: US\$ 2,699.00 (Single User License)

ID: O4BEC29B297EN

Abstracts

The organic dairy market in China size reached US\$ 1,569.9 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3,690.4 Million by 2028, exhibiting a growth rate (CAGR) of 15.07% during 2023-2028.

Organic dairy products are derived from livestock raised through organic feed and without the use of synthetic fertilizers and pesticides. As a result, organic dairy products are considered healthier and have higher levels of vitamins, omega-3 fatty acids, antioxidants and conjugated linoleic acid (CLA). Unlike conventional dairy farming methods, organic dairy farming helps in sustaining higher production without the environmental risks. Currently, China represents one of the fastest growing markets for organic dairy products in Asia.

One of the major factors bolstering the growth of the organic dairy market in China is the rising awareness about the extensive use of fertilizers, pesticides and bovine growth hormone (BGH) due to which a majority of the consumers have shifted towards healthier and organic dairy products. Some of the other forces that have been proactive in maintaining the market growth include rapid urbanization, escalating disposable incomes and large-scale food adulteration in China.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the organic dairy market in China, along with forecasts at the country and province level from 2023-2028. Our report has categorized the market based on product type, packaging type and distribution channel.

Breakup by Product Type:

- Organic Fluid Milk
- Organic Infant Formula
- Organic Yogurt
- Organic Cheese
- Organic Butter
- Organic Cream
- Others

On the basis of product type, organic fluid milk accounts for the majority of the market share. Other segments include organic infant formula, organic yogurt, organic cheese, organic butter, organic cream, etc.

Breakup by Packaging Type:

- Tetra Packs and Pouches
- Bottles
- Cans
- Others

Based on packaging type, the organic dairy market in China is divided into tetra-packs & pouches, bottles, cans and others. Amongst these, tetra-packs & pouches exhibit a clear dominance in the market.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Organic Specialty Stores
- Convenience and Grocery Stores
- Discount Stores
- Online/E-Retailing
- Direct Sales
- Others

On the basis of distribution channel, supermarkets and hypermarkets enjoy the leading position in the market. Other major segments include organic speciality stores, convenience and grocery stores, discount stores, online/e-retailing, direct sales and others.

Breakup by Province:

Guangdong Province
Jiangsu Province
Shandong Province
Zhejiang Province
Henan Province

Based on the province, the market has been segmented as Guangdong Province, Jiangsu Province, Shandong Province, Zhejiang Province, and Henan Province. Currently, Guangdong Province represents the biggest market.

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being China Shengmu Organic Milk Limited, Inner Mongolia Yili Industrial Group and China Mengniu Dairy Company Limited.

This report provides a deep insight into the organic dairy market in China covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the China organic dairy industry in any manner.

Key Questions Answered in This Report

1. What was the size of the organic dairy market in China in 2022?
2. What is the expected growth rate of the organic dairy market in China during 2023-2028?
3. What are the key factors driving the organic dairy market in China?
4. What has been the impact of COVID-19 on the organic dairy market in China?
5. What is the breakup of the organic dairy market in China based on the product type?
6. What is the breakup of the organic dairy market in China based on the packaging type?
7. What is the breakup of the organic dairy market in China based on the distribution channel?
8. What are the key regions in the organic dairy market in China?
9. Who are the key players/companies in the organic dairy market in China?

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