

ASIA PACIFIC CHEESE MARKET FORECAST 2018-2026

<https://marketpublishers.com/r/ACD69F2A3D3EN.html>

Date: June 2018

Pages: 74

Price: US\$ 1,250.00 (Single User License)

ID: ACD69F2A3D3EN

Abstracts

KEY FINDINGS

Factors such as booming fast-food industry, increasing demand for protein-rich products from the region's health-conscious population and growing interest in natural and unprocessed cheese are expected to drive growth in the Asia-Pacific cheese market. By the end of the forecast period of 2018-2026, the market is likely to have witnessed a CAGR of 6.91%; which is considerably higher than other regional markets.

MARKET INSIGHTS

Developing APAC economies such as India and China are key target markets for the global producers. Also, due to the rising instances of obesity in the region, the market has witnessed a growing demand for healthier cheese options such as low-fat and low-sodium cheese. This presents prospective opportunities for the market players to enhance their portfolios into these verities. Also, innovative marketing strategies and the help of social media has helped target all demographics; cutting across age, gender, and occupation.

COMPETITIVE INSIGHTS

Few of the noted market companies in this region are Savencia SA, Gujarat Cooperative Milk Marketing Federation Ltd, Almarai, Mother Dairy, Fonterra Food, Britannia Industries Ltd, Kraft Heinz, Emmi Ag, Arla Foods, Bel Group, Lactalis Group, Associated Milk Producers Inc and Fromageries Bel.

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