

Liquid Milk Industry Overview in China, 2011-2020

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Abstracts

Description

Liquid milk refers to packed dairy products in liquid form. According to definition of International Dairy Federation (IDF), liquid milk is a generic term for dairy products such as pasteurized milk, sterile milk, reconstituted milk and yoghurt.

Liquid milk can provide abundant nutrients for human. With the growth of economy, urbanization and resident revenue in China, the demand of consumers for healthy and nutritious food enhances. At present, liquid milk becomes an indispensable part of breakfast for Chinese residents. Particularly, the demand for liquid milk is continuously increasing to obtain enough nutrients from breakfast in the first and second tier cities with fast pace livelihood. According to CRI, Chinese have a custom to prepare presents for friends and relatives during traditional festivals while liquid milk is a daily popular gift of nutrition and health to families with elderly people and children.

The output volume of liquid milk continuously increased in China in recent years, from 20.61 million tons in 2011 to 24.98 million tons in 2015, while the annual growth rate had a declining trend. The main reasons include the upgrade of products, the decline of output volume of low-end liquid milk as well as the increase of imported dairy products.

Consumers become reasonable in selecting liquid milk because of frequent safety incidents of dairy industry in China. Their selection range is enlarged because substantial imported liquid milk enters Chinese market at present. A number of consumers prefer imported liquid milk due to the crisis of confidence towards domestic products, which cause certain impact on local enterprises in China. According to market research by CRI, the market concentration rate of sales revenue of Top 5 enterprises in liquid milk industry was less than 50% in China in 2015. The development space is still considerable for small and medium sized enterprises and new entrants.

The liquid milk market is experiencing an intense competition and an upgrade in the demand of consumers. High-end products with large profit margin and mid-end ones with good reputation are preferred by liquid milk manufacturers due to the increase of raw material cost and the decrease of profit margin. Meanwhile, many large-scale liquid milk manufacturers develop new products with special taste, high nutrition and differentiation to complement the market shares outside that of the pure liquid milk and plain yogurt. Some liquid milk manufacturing enterprises increase their investment in normal temperature yoghurt such as Momchilovtsi of Bright, AnMuXi of Yili and Chunzhen of Mengniu.

According to CRI, the liquid milk industry will experience a stage of market adjustment and industry upgrade with an intense competition in China in the next few years. However, the demand for liquid milk with high quality will increase further due to the growth of resident revenue and the consumption in China. It is estimated that the CAGR of market size of liquid milk will reach over 10% in China from 2016 to 2020.

Through this report, readers can acquire the following information:

Definition and Classification of Liquid Milk

Parameters and Assumptions of the Report

Development Environment of Liquid Milk in China

Competition in Liquid Milk Market in China

Top 5 Enterprises in Liquid Milk Market in China

Major Development Opportunities and Driving Forces Faced by Liquid Milk Industry in China

Risks and Challenges in Development of Liquid Milk Industry in China

Price Trend of Raw Materials of Liquid Milk in China

Price Trend of Retail Prices of Liquid Milk in China

Contents

1 RELEVANT CONCEPTS OF LIQUID MILK

1.1 Definition and Classification of Liquid Milk

1.1.1 Definition of Liquid Milk

1.1.2 Classification of Liquid Milk

1.2 Parameters and Assumptions

1.2.1 Assumption Base

1.2.2 Data Sources

1.3 About CRI

2 ANALYSIS ON LIQUID MILK INDUSTRY IN CHINA, 2011-2015

2.1 Development Environment of Liquid Milk Industry in China

2.1.1 Economic Environment

2.1.2 Policy Environment of Liquid Milk Industry in China

2.1.3 Social Environment Faced by Liquid Milk Industry in China

2.2 Analysis of Supply

2.3 Analysis on Market Demand of Liquid Milk in China

2.3.1 Major Consumer Group of Liquid Milk in China

2.3.2 Market Size

3 COMPETITION STATUS OF LIQUID MILK INDUSTRY IN CHINA, 2013-2015

3.1 Barriers to Entry in Liquid Milk Industry in China

3.1.1 Policy Barriers

3.1.2 Barriers of Sales Channels

3.1.3 Brand Barriers

3.1.4 Technical Barriers

3.2 Competition Structure of Liquid Milk Production Industry in China

3.2.1 Bargaining Ability of Raw Material Suppliers of Liquid Milk

3.2.2 Bargaining Ability of Liquid Milk Consumers

3.2.3 Internal Competition of Liquid Milk Industry

3.2.4 Potential Entrants of Liquid Milk Industry

3.2.5 Substitutes of Liquid Milk

4 TOP 5 LIQUID MILK MANUFACTURERS IN CHINA, 2013-2015

- 4.1 Inner Mongolia Yili Industrial Group Company Limited
 - 4.1.1 Enterprise Profile of Inner Mongolia Yili Industrial Group Company Limited
 - 4.1.2 Analysis on Liquid Milk Business of Inner Mongolia Yili Industrial Group Company Limited
- 4.2 China Mengniu Dairy Co., Ltd.
 - 4.2.1 Enterprise Profile of China Mengniu Dairy Co., Ltd.
 - 4.2.2 Analysis on Liquid Milk Business of China Mengniu Dairy Co., Ltd.
- 4.3 Bright Dairy & Food Co., Ltd.
 - 4.3.1 Enterprise Profile of Bright Dairy & Food Co., Ltd.
 - 4.3.2 Analysis on Liquid Milk Business of Bright Dairy & Food Co., Ltd.
- 4.4 Beijing Sanyuan Foods Co., Ltd.
 - 4.4.1 Enterprise Profile of Beijing Sanyuan Foods Co., Ltd.
 - 4.4.2 Analysis on Liquid Milk Business of Beijing Sanyuan Foods Co., Ltd.
- 4.5 Want Want China Holdings Limited
 - 4.5.1 Enterprise Profile of Want Want China Holdings Limited
 - 4.5.2 Analysis on Liquid Milk Business of Want Want China Holdings Limited

5 ANALYSIS ON COST OF RAW MATERIALS AND RETAIL PRICES IN LIQUID MILK INDUSTRY IN CHINA, 2013-2015

- 5.1 Analysis on Production Costs of Liquid Milk, 2013-2015
- 5.2 Analysis on Market Retail Prices of Liquid Milk in China, 2013-2015

6 PREDICTION ON THE DEVELOPMENT OF LIQUID MILK INDUSTRY IN CHINA, 2016-2020

- 6.1 Factors Influencing the Development of Liquid Milk Industry in China
 - 6.1.1 Major Driving Forces and Market Opportunities in Liquid Milk Industry in China
 - 6.1.2 Risks and Challenges in Liquid Milk Industry in China
- 6.2 Prediction on Supply in Liquid Milk Industry in China
 - 6.2.1 Prediction on Output Volume of Liquid Milk in China, 2016-2020
 - 6.2.2 Prediction on Product Structure
- 6.3 Forecast on Demand

Selected Charts

SELECTED CHARTS

Chart China's GDP and Its Growth Rate, 2011-2015

Chart Sales Value and Growth Rate YOY of Dairy Products in China, 2012-2015

Chart Output Volume of Dairy Products in China, 2011-2020

Chart Related Laws and Regulations Concerning Dairy Industry Published by Chinese Government, 2008-2015

Chart Output Volume of Liquid Milk in China, 2011-2015

Chart Market Scale of Liquid Milk in China, 2011-2015

Chart Major Liquid Milk Manufacturers and Their Market Share in China, 2013-2015

Chart Sales Revenue of Yili, 2011-2015

Chart Market Share of Liquid Milk of Yili in China, 2011-2015

Chart Sales Revenue of China Mengniu Dairy Co., Ltd., 2011-2015

Chart Market Share of Liquid Milk of Mengniu in China, 2011-2015

Chart Sales Revenue of Bright Dairy & Food Co., Ltd., 2011-2015

Chart Market Share of Liquid Milk of Bright Dairy & Food Co., Ltd. in China, 2011-2015

Chart Sales Revenue of Beijing Sanyuan Foods Co., Ltd., 2011-2015

Chart Market Share of Liquid Milk of Beijing Sanyuan Foods Co., Ltd. in China, 2011-2015

Chart Market Share of Liquid Milk of Want Want in China, 2011-2015

Chart Price Trend of Fresh Food and Dairy in China, 2013-2015

Chart Price Trend of Whole Milk Powder in International Market, 2013-2015

Chart Prediction on Output Volume of Liquid Milk in China, 2016-2020

Chart Forecast on Market Scale of Liquid Milk in China, 2016-2020

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