

# Assessment of China's Dairy Industry 2016

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## Abstracts

### Executive Summary

The global dairy industry has been experiencing a downturn lately. Key reasons include the slowdown in China's economy, abolition of the European Union's dairy-production quotas and Russia's ban on European Union's produce.

China's dairy sector, which was valued at USD 40.6 billion in 2013, is currently experiencing oversupply to such an extent that farmers are pouring milk down the drain and slaughtering cattle. The sector is also suffering on account of the global fall in milk prices and the quality issues in domestic milk production. Locals who can afford it prefer to consume only foreign brands of milk and milk products and this is causing a decrease in demand.

China's cow milk production grew at a fast rate from 2000-2007 but dropped sharply in 2008 due to the melamine scandal where a chemical was added to milk to artificially increase the protein content. Since 2008 milk production in China has been increasing at a moderate rate.

China with its huge population and the rising urban middle class currently consumes less than one third of the global per capita milk consumption average. There lies an immense opportunity in the country's dairy sector but the sector can thrive only once it has been streamlined and modernized.

### Why should the report be purchased?

The report 'Assessment of China's Dairy Industry 2016' highlights key dynamics of China's dairy sector. The growing opportunity in the sector has been investigated along with key challenges. Key players including China Mengniu Dairy Company Ltd.,

Yili Group, Bright Dairy & Food Co., Ltd., Sanyuan Group, Nestle, Friesland Campina, Danone and Fonterra Co-operative Group Ltd. The report contains latest industry-related opinions.

### **Research methodology and delivery time**

Smart Research Insights has conducted comprehensive desk research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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