

# China Dairy Industry: Present & Future

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## Abstracts

### Executive Summary

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 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 'China Dairy Industry: Present & Future' highlights key dynamics of China's dairy sector. The growing opportunity in the sector has been investigated along with key challenges. 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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