

## Milk and Flavoured Milk - China - April 2015

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“International brands need to go further than exploiting their foreign identity and pay more attention to the needs of Chinese consumers – localise their product packaging and deliver more relevant information in marketing to win consumers. Besides, milk for teenagers is also a white space awaiting brands to tap into.”  
Hao Qiu, Research Analyst

### This report looks at the following areas:

- How can international milk brands localise in China?
- How to enhance the natural and fresh perceptions to win consumers?
- A white space: Liquid milk designed for teenagers

#### Definition

The definition used in this report is exactly the same as in Mintel's Milk and Flavoured Milk – China, April 2014 report.

This report covers white liquid and powdered, and flavoured cow's milk.

Market volume size covers both retail and non-retail sales, and market value size covers retail sales only. Retail sales include sales through all retail channels including direct to consumer. Other/non-retail channels include HoReCa (hotel, restaurant and catering) and any supplies to the food/other industries.

Exclusions: condensed, evaporated, sour and cultured milk; soy, milk specifically for babies (infant milk formula), drinking yogurts/fermented milks/milk drinks.

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How to enhance the natural and fresh perceptions to win consumers?

A white space: liquid milk designed for teenagers

What we think

### Issues and Insights

How can international milk brands localise in China?

The facts

The implications

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How to enhance the natural and fresh perceptions to win consumers?

The facts

The implications

A white space: Liquid milk designed for teenagers

The facts

The implications

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Retired for Hire

Play Ethic

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Latest development

Yili Group

Latest development

Bright Dairy

Latest development

New Hope Group

Latest development

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Latest development

Meiji Dairy

## The Consumer – How Often do Consumers Drink Milk?

Key points

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Key points

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