

## Dairy Consumption Trends - China - March 2018

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“The dairy market as a whole is growing stably while different categories have very different performances. Cheese and yogurt are the winning categories, while milk, ice-cream and butter & yellow fats are performing less well by comparison.”

– **Summer Chen, Research Analyst**

This report looks at the following areas:

- Are plant protein drinks a big threat to dairy products in China?
- Are consumers regaining confidence in local dairy companies?

The dairy market in China has enjoyed stable growth in the last five years and is estimated to reach RMB 349.7 billion in 2017. Yogurt and cheese are two winning categories, while milk, ice-cream and butter & yellow fats are performing less well by comparison.

Mintel's research shows that although ambient dairy products (milk and yogurt) currently dominate the market, consumers do not stick to ambient products but purchase chilled products on occasion as well. Also, different dairy products are perceived differently among consumers. In particular, cheese is underrated for its health benefits and brands need to put more effort into correcting consumer perceptions towards this dairy product to encourage more sales.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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