

## Milk and Flavoured Milk - China - April 2014

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“The milk market has been in the process of reshuffle with many large-scale merger and acquisition deals in 2013. The tightening regulations and stricter rules implemented by the government tend to indirectly encourage the reshuffle of this market. In the near future, small operators are likely to face increasing pressures resulting in further consolidation.”

– David Zhang, Research Analyst

### This report looks at the following areas:

- Is the future bright for pasteurised milk?
- Could social media and customised products target the young?
- Is there potential in milk drinks for men?

Although the notorious melamine scandal has passed its sixth anniversary, the memory seems to be fresh among many consumers. Re-establishing the long-lost trust between milk brands, in particular those domestic ones, and consumers tends to be the key theme. Brands put great effort to convince their consumers but the journey is deemed to be tough. Meanwhile, premium milk products and imported brands have benefited from consumers' concerns over product quality. Consumers are voluntarily trading up either by purchasing premium milk or imported products to reduce their risk of being exposed under any new scandals. This certainly will drive those segments gaining greater shares in the years to come.

It's not all bad news for domestic brands. Thanks to their deeper understanding of local cultures and the significant difference among consumers' milk-drinking habits from different regions or cities, domestic brands are likely to find themselves in a better position when it comes to new product development compared to their international counterparts.

This report covers white skimmed, semi-skimmed, whole, and powdered and flavoured cow's milk.

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