

Milk and Dairy Beverages - China - April 2021

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This report looks at the following areas:

China's milk and dairy beverages retail market saw a higher growth rate in 2020 than the previous year, even with the pandemic taken into account, driven by both value and volume. The macro environment for this market will stay positive in the near future, but the threat from the yogurt sector needs close attention.

A number of mergers and acquisitions keeps the whole industry centralised, expanding channels and product portfolios from key players. With IPO fever, competition will be fiercer.

Chilled plain milk enjoys the highest growth rate, while ambient plain milk still leads by market value. Lactobacillus sees a weaker growth due to loss in foodservice.

In the near future, emerging consumption occasions and policies will drive market growth and bring new opportunities to a wider beverage market.

Key issues covered in this Report

- Market factors from both consumer and market side
- The value of market segments in 2020
- Competitive strategies in mergers and acquisitions, product portfolio and channels
- Global and China launch activity and product innovation
- Consumers' perception about lactose-free, pasteurized milk, UHT milk, etc
- Market growth opportunities through emerging consumption occasions, function aspects and in the bigger beverages market



"Consumers' increasing needs and expansion in consumption occasions give milk and dairy beverages market growth potential both within the market and from bigger casual drinks market."

– Pepper Peng, Research Analyst

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