

Cheese in China

September 2023

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Cheese in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poor performance for cheese due to drop in sales of cheese sticks in 2023
Leading players exhibit poor sales while Bel group maintain positive growth
New national standards for processed cheese set out clear regulations regarding content

PROSPECTS AND OPPORTUNITIES

Brands invest in premium products, given the slowdown in sales of cheese sticks
Use of cream cheese in specialist tea shops will be limited, as players shift towards semifinished products, such as cheese milk cover powder

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DISCLAIMER

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