

Dairy Products and Alternatives in China

September 2023

Table of Contents

Dairy Products and Alternatives in China

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 6 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuous decline in birth rate leads to further decline in sales of milk formula

Launch of new national standards for milk formula leads to greater market concentration

Extending penetration to lower-tier cities is key to success for milk formula brands

PROSPECTS AND OPPORTUNITIES

Brands to focus on niches such as goats' milk formula in bid to boost growth

Further penetration for powder special baby milk formula, in line with greater education

Baby food (excluding milk formula) to see sustained growth, alongside continuous product innovation and further education

CATEGORY DATA

Table 8 - Sales of Baby Food by Category: Volume 2018-2023

Table 9 - Sales of Baby Food by Category: Value 2018-2023

Table 10 - Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 11 - Sales of Baby Food by Category: % Value Growth 2018-2023

Table 12 - Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 13 - NBO Company Shares of Baby Food: % Value 2019-2023

Table 14 - LBN Brand Shares of Baby Food: % Value 2020-2023

Table 15 - Distribution of Baby Food by Format: % Value 2018-2023

Table 16 - Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 17 - Forecast Sales of Baby Food by Category: Value 2023-2028

Table 18 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 19 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

Butter and Spreads in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lifting of pandemic-related restrictions provides boost to retail sales of butter
Margarine and spreads continue to decline in face of rising health consciousness

PROSPECTS AND OPPORTUNITIES

More organic and grass-fed butter to be introduced
High-end bakeries to make use of premium butter to maintain their premium positioning

CATEGORY DATA

Table 20 - Sales of Butter and Spreads by Category: Volume 2018-2023
Table 21 - Sales of Butter and Spreads by Category: Value 2018-2023
Table 22 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
Table 23 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023
Table 24 - NBO Company Shares of Butter and Spreads: % Value 2019-2023
Table 25 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023
Table 26 - Distribution of Butter and Spreads by Format: % Value 2018-2023
Table 27 - Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
Table 28 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028
Table 29 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
Table 30 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

Cheese in China

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

CATEGORY DATA

Table 31 - Sales of Cheese by Category: Volume 2018-2023
Table 32 - Sales of Cheese by Category: Value 2018-2023
Table 33 - Sales of Cheese by Category: % Volume Growth 2018-2023
Table 34 - Sales of Cheese by Category: % Value Growth 2018-2023
Table 35 - Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
Table 36 - Sales of Soft Cheese by Type: % Value 2018-2023
Table 37 - Sales of Hard Cheese by Type: % Value 2018-2023
Table 38 - NBO Company Shares of Cheese: % Value 2019-2023
Table 39 - LBN Brand Shares of Cheese: % Value 2020-2023
Table 40 - Distribution of Cheese by Format: % Value 2018-2023
Table 41 - Forecast Sales of Cheese by Category: Volume 2023-2028
Table 42 - Forecast Sales of Cheese by Category: Value 2023-2028
Table 43 - Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
Table 44 - Forecast Sales of Cheese by Category: % Value Growth 2023-2028

Drinking Milk Products in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to modest growth in 2023, although weak domestic economy continues to hamper performance

Premiumisation allows manufacturers to justify higher pricing

Yili continues to lead sales, thanks to its well-established distribution network

PROSPECTS AND OPPORTUNITIES

Private label set to show continued growth

Powder milk may find growth potential in an ageing society

Buffalo milk on trend as consumers seek indulgence

CATEGORY DATA

Table 45 - Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 46 - Sales of Drinking Milk Products by Category: Value 2018-2023

Table 47 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 48 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 49 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 50 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 51 - Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 52 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 53 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 54 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 55 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

Yoghurt and Sour Milk Products in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Yoghurt declines for the fourth consecutive year in 2023, amid health and financial concerns

Booming trend of yoghurt-based drinks from street stalls has negative impact on sales of packaged offerings

Manufacturers introduce larger-sized yoghurt packs in order to offer better value to customers

PROSPECTS AND OPPORTUNITIES

Yoghurt faces further challenges during the forecast period, with health-oriented products offering the greatest potential

Yoghurt manufacturers expand into niche categories, especially products targeting young children

Expansion of eating occasions may boost future demand for yoghurt

CATEGORY DATA

Table 56 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 58 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 60 - Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023

Table 61 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 62 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 63 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

Other Dairy in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, with cream leading the way
“Thick milk” emerges in foodservice

PROSPECTS AND OPPORTUNITIES

Foodservice poised to drive other dairy growth
Pure milk coffee whitener debuts in China

CATEGORY DATA

Table 68 - Sales of Other Dairy by Category: Volume 2018-2023
Table 69 - Sales of Other Dairy by Category: Value 2018-2023
Table 70 - Sales of Other Dairy by Category: % Volume Growth 2018-2023
Table 71 - Sales of Other Dairy by Category: % Value Growth 2018-2023
Table 72 - Sales of Cream by Type: % Value 2018-2023
Table 73 - NBO Company Shares of Other Dairy: % Value 2019-2023
Table 74 - LBN Brand Shares of Other Dairy: % Value 2020-2023
Table 75 - Distribution of Other Dairy by Format: % Value 2018-2023
Table 76 - Forecast Sales of Other Dairy by Category: Volume 2023-2028
Table 77 - Forecast Sales of Other Dairy by Category: Value 2023-2028
Table 78 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028
Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

[Plant-Based Dairy in China](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based dairy products see stagnant performance in 2023
Coconut milk continues to grow in foodservice

PROSPECTS AND OPPORTUNITIES

Sluggish performance for plant-based dairy, although promising innovations lie ahead within foodservice
Potato milk brand DUG to scale up distribution in China

CATEGORY DATA

Table 80 - Sales of Plant-Based Dairy by Category: Value 2018-2023
Table 81 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023
Table 82 - Sales of Other Plant-Based Milk by Type: % Value 2020-2023
Table 83 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023
Table 84 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023
Table 85 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023
Table 86 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028
Table 87 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-china/report.