

Cheese in Asia Pacific

December 2021

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Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific has the lowest per capita consumption of cheese

Asia Pacific to record 6% CAGRs in both the historic and forecast periods

China adds the most new value sales in Asia Pacific over 2016-2021

Processed cheese (excluding spreadable) driving sales in 2016-2021

Unpackaged hard cheese not present in most markets

Growth rates stabilise again after the spike seen in 2020

E-commerce makes major share gains during the pandemic...

...but store-based retailing continues to dominate sales

LEADING COMPANIES AND BRANDS

Concentration increasing in the Chinese cheese market

Japanese companies losing share at a regional level

LEADING COMPANIES AND BRANDS

Only the multinationals work across the region

Milkground continues moving up the rankings in 2021

FORECAST PROJECTIONS

Healthy growth rates expected for cheese in Asia Pacific in 2021-2026

Processed cheese will continue driving the overall performance

China, India and Indonesia to see dynamic 2021-2026 growth

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

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