Dairy in China - Industry and Country Analysis

Description:
Project Synopsis:
Dairy in China – Industry and Country Analysis provides five forces Industry analysis, along with PESTLE country analysis of China. This report concludes with profiles of the leading companies in the Chinese dairy market.

Project Description:
Includes market value/volume, geographical segmentation, and five forces (buyer power, supplier power, new entrants, substitutes, and rivalry) analysis of the Dairy Industry in China. The PESTLE analysis section analyzes the current challenges, future prospects and risks across political, economic, social, technological, legal and environmental areas of the country.

Scope:
- Contains data on market value, volume and/or segmentation for Dairy in China.

- Incorporates in-depth five forces competitive environment analysis.

- analyzes the political, economic, social, technological, legal and environmental (PESTLE) structure of China.

- The leading companies are identified with supporting key financial metrics (where available)

Market Definition:
The dairy market consists of retail sales of cheese, chilled desserts, cream, fromage frais, milk, spreadable fats and yogurt. Any currency conversions used in the creation of this report have been calculated using 2009 annual average exchange rates.

Highlights:
The Chinese dairy market generated total revenues of $16.5 billion in 2009, representing a compound annual growth rate (CAGR) of 2.5% for the period spanning 2005-2009.

Milk sales proved the most lucrative for the Chinese dairy market in 2009, generating total revenues of $8 billion, equivalent to 48.6% of the market's overall value.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 8.9% for the five-year period 2009-2014, which is expected to drive the market to a value of $25.2 billion by the end of 2014.

Reasons to purchase:
- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials

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