Report on China's Raw Milk Powder Market Supply and Demand

Description: This report analyses the current scenario and future developments of China's raw milk powder market.

MARKET HIGHLIGHTS

Raw milk powder (including both whole milk powder and skimmed milk powder) are the major dry milk products in China. As an important milk-based raw material products, raw milk powder is widely used in processing and manufacturing industries such as formula milk powder, dairy beverage, reconstituted milk, soybean milk powder, ice cream, bakery products, and daily chemicals.

With an annual output of nearly 1 million tons, China is one of the main raw milk powder producers in the world. Whole milk powder is the biggest segment in Chinese production. China is also the biggest raw milk powder consumer in the world with an annual consumption of over 1.5 million tons. Domestic-produced raw milk powder is unable to meet the increasing demand both in quantity and in quality.

Going through several setbacks, China's raw milk powder industry reached its peak in 2006-2007 when there was a booming demand of raw milk powder in the international market. Since then the price of raw milk powder kept on increasing. Meanwhile, due to the increasing demand, capitals inside and outside the industry entered the raw milk powder industry, which led to an unprecedented growth of production capacity. However, in 2008, the demand for raw milk powder in the international market decreased. A serious challenge for the growth of the industry was posed by the 2008 China's melamine scandal. Due to the serious credit crisis in China's domestic-produced raw milk powder industry, imported raw milk powder enjoyed unprecedented favor. China's import of raw milk powder, particularly from New Zealand, kept increasing as the imported products had a better price-quality ratio than domestic raw milk powder.

Despite the setbacks, China's production and sales of raw milk powder kept an overall increase in the last decade. Due to the great demand of raw milk powder in domestic market and the increasing dependence of domestic consumers upon imported raw milk powder, there is a great space for further increase in the gap which domestic milk powder is currently unable to bridge.

PUBLICATION OVERVIEW

This report provides a comprehensive analysis of the Chinese raw milk powder market, the current scenario and its future prospects. Topics covered include:

- overview of China's raw milk powder industry
- policy environment
- import and export data
- basic condition of raw milk powder market
- market capacity and growth trend
- competitive landscape, with profiles of the leading players in the market
- future development of raw milk powder market

The report is written by senior researchers who are familiar with China's dairy industry chain and the world dairy industry. It is an essential reference for production enterprises, investment institutions, and other researchers willing to explore China's raw milk powder market.

METHODOLOGY AND SOURCES

The methodology used includes both primary and secondary sources. Interviews were conducted.

Field investigation included interviews with whole milk powder importers, traders and dealers, as well as the production enterprises and industry associations of dairy products, bakery food, and soybean milk powder industry.
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