
Description: The report provides valuable reference for domestic and foreign dairy enterprises, raw materials and ingredients suppliers, equipment suppliers, investment and financing institutions interested in the Chinese infant formula milk powder market.

In terms of the current dairy products with large commercial scale and profitability, infant formula milk powder is a hotpoint of industrial competition. According to the preliminary estimation the sale gross profit margin of foreign-funded infant formula milk powder brands represented by Mead Johnson and Dumex has reached 60%, and that of domestic infant formula milk powder brands represented by Yili, Beingmate, Shengyuan and Yashili has also reached 40-60%, which far exceeds 25% average gross profit margin of the entire dairy production industry, and attracts a large number of milk processing enterprises to turn to produce infant formula products. In recent years, infant formula milk powder companies have got listed in and outside China, and have obtained a wealth of capital, making formula milk powder one of the products with the highest investment value.

At present, the entire market size of China's infant formula milk powder is almost RMBY 62 billion, 128 production and processing enterprises with business license issued by the state. The market is obviously divided into high end and mid & low end, brand concentration is higher in the markets with different grades. In 2013, China introduced many new policies for infant formula milk powder. The supervision was strengthened unprecedentedly, the requirements for industry access were improved again, the merging and reorganization was speed up, and the market competition pattern is hopeful to be reshuffled. Multinational brand and domestic brands adopting dry processing technology faced comparatively adverse policies, the pattern that multinational brand monopolized the Chinese market will be broke gradually.

This report conducts a comprehensive and detailed analysis by six aspects including China's supply of raw material milk and milk-based raw materials, China's related policies on infant formula milk powder industry, China's infant formula milk powder market, major competitors and respective market shares of China's infant formula milk powder market, China's development trend of infant formula milk powder, and threats and opportunities that infant formula milk powder market are facing. The data in this report includes the relevant official data of China, the data provided by dairy enterprises, data from terminal market research institutions as well as that accumulated through years of cooperation with the industry. The data is authoritative, objective and forward-looking.

Contents:
1. Analysis of China's Dairy Product Processing
   1.1 Classification of Dairy Products in China
   1.2 Production of Milk Powder
     1.2.1 WMP
     1.2.2 SMP
     1.2.3 Modified Milk Powder
     1.2.4 Infant Formula Milk Powder
   1.3 Production Regional Distribution of Infant Formula Milk Powder
4 Management Policies of Production and Sales of Infant Formula Milk Powder in China
   1.4.1 Notices on Further Strengthening Infant Formula Milk Powder QS Safety Work Opinions
   1.4.2 Administration and Supervision Measures for the Inspection and Quarantine of Import & Export Dairy
   1.4.3 Announcements on the Requirements for Implementing “Administration and Supervision Measures for the Inspection and Quarantine of Import & Export Dairy”
   1.4.4 Notices on Further Strengthening Supervision of Infant Formula Milk Powder Production
   1.4.5 Notices on Further Standardizing the Publicity and Marketing of Breast-milk Substitutes
   1.4.6 Announcements on Prohibiting Infant Formula Milk Powder Production in the Ways of Authorization, OEM and Subpackage.
   1.4.7 Notices on Carrying out Pilot Selling Work of Infant Formula Milk Powder in Drugstores
   1.4.8 Notices on Further Strengthening the Supervision of Infant Formula Milk Powder Selling
   1.4.9 Work Program on Promoting Annexation and Reorganization of Enterprises in Infant Formula Milk Powder Industry
1.4.10 Rules for the Examination of Infant Formula Milk Powder Production Permit (2013 Version)
1.4.11 Influences of New Policies of Infant Formula Milk Powder on China's Infant Formula Milk Powder Market
1.5 Prediction on Production Capacity of China's Dairy Processing Industry in Future 5 Years

2 Analysis of China's Infant Milk Powder Import
2.1 Overview of Dairy-based Raw Materials Import
2.1.2 SMP
2.1.3 WMP
2.1.4 Whey Powder and Demineralized Whey Powder
2.1.5 Lactalbumin and Whey Protein Concentrate (WPC)
2.1.6 Lactose
2.1.7 Milk Fats
2.2 Original Infant Formula Milk Powder for Retail
2.2.1 Import Volume & Import Price (CIF)
2.2.2 Origins of Infant Formula Milk Powder Import
2.2.3 Imports of Other Formula Food for Infants & Young Children

3. Overview of China's Market of Infant/young Child's Formula Milk Powder
3.1 Overview
3.1.1 Analysis of Market Consumption Characteristics of Infant Formula Milk Powder
3.1.2 Production and Layout of Infant/young Child's Milk Powder
3.1.3 Market Capacity and Distribution of Infant Formula Milk Powder
3.1.4 Growth Rate of Infant Formula Milk Powder Market
3.2 Marketing Analysis of China's Infant Formula Milk Powder
3.2.1 Marketing Channel of Infant Formula Milk Powder
3.2.2 Promotion Model of Infant Formula Milk Powder
3.2.3 Comparative Analysis of Different Marketing Model Procedures
3.3 Market Price Analysis of China's Infant Formula Milk Powder
3.3.1 Overview
3.3.2 Infant Milk Power Price Comparative Analysis of Domestic and International Brands
3.3.3 Anti-dumping Investigation and Penalty on Some Famous Brands
3.4 Analysis of Different Infant Formula Milk Powder Markets in China
3.4.1 Phase I Infant Formula Milk Powder (for 0-6-month-old infants)
3.4.2 Phase II Infant Formula Milk Powder (for 7-12 months)
3.4.3 Phase III Infant Formula Milk Powder (for 1-3 years-old children)
3.4.4 Phase IV Formula Milk Powder (for 4-6 years-old children)
3.4.5 Pregnant Women and Lactating Women Formula Milk Powder Market
3.4.6 Infant Formula Rice Cereal
3.4.7 Analysis of Selling Points of China's Infant Formula Milk Powder
3.4.8 Analysis of Packaging of China's Infant Formula Milk Powder Products
3.5 Consumption Demand Potential Analysis of Infant Formula Milk Powder Market in China
3.5.1 Analysis of Consumption Demand Status of Infant Formula Milk Powder
3.5.2 Analysis of Infant Formula Milk Powder Consumption Demand Trend in Future 3-5 Years

4. Analysis on Main Players (TOP10) of Infant Formula Milk Powder of China
4.1 Chinese Infant Formula Milk Powder Producing Enterprises and Regional Distribution
4.2 Market Shares of Infant Formula Milk Powder of Domestic Brands and Multinational Brands
4.2.1 National
4.2.2 Modern Channel-- hypermarkets
4.2.3 Baby Shop Channel in K/A Cities
4.3 Analysis on Top 10 Players
4.3.1 Inner Mongolia Yili Industrial Group Co., Ltd
4.3.2 Zhejiang Beingmate Technology Industry & Trade Co., Ltd
4.3.3 Dumex Baby Food Co. Ltd
4.3.4 Mead Johnson Nutrition (China) Co. Ltd
4.3.5 Wyeth Nutritional (China) Co., Ltd
4.3.6 Biosteime Inc. (Guangzhou)
4.3.7 Synutra Nutritional Co., Ltd
4.3.8 Abbott (China) Co., Ltd
4.3.9 Yashili Group Co., Ltd
4.3.10 Nestle (China) Co., Ltd
5.1 Technical Level of Products
5.2 Pricing
5.3 Market Brand Concentration
5.4 Market Structure
5.5 Enterprise Competition
5.6 Marketing Mode

6. Analysis on Threats & Opportunities of Chinese Infant Formula Milk Powder Industry
6.1 Analysis on Substitution of Chinese Breast-milk to Infant Formula Milk Powder
6.1.1 Breast-milk Value Analysis
6.1.2 Analysis on Reasons for More and More Choices for Infant Formula Milk Powder
6.2 Analysis of Opportunities for Chinese Infant Formula Powder Industry

Annexes
Annex II: List of General Situation of Infant Milk Powder Manufacturers with Annual Output of above 5000 tons, 2012
Annex IV: List of Enterprises Regaining Infant Formula Milk Powder Production License, as of March 31, 2011
Annex V: List of Leading Importers of Infant Formula Food (HS 1901.1000) (with a volume of above 1000 tons), 2013

List of Figures
Figure 1.1 Structure of Dairy Products in China, by Output, 2013
Figure 1.2 Structure of Dairy Products in China, by Output, 2013
Figure 1.3 Milk Powder Production of China, 2008-2013
Figure 1.4 WMP Production of China, 1999-2013
Figure 1.5 SMP Production of China, 1999-2013
Figure 2.1 China SMP Import Volume & Price, by Month, 2000-2013
Figure 2.2 China Import Origins of SMP, by Volume, 2013
Figure 2.3 China WMP Import Volume & Price, by Month, 2003-2013
Figure 2.4 Import Volume & Price of Whey Products of China, by Month, 2004-2013
Figure 2.5 China's Import Structure of Whey and Modified Whey Products, 2013
Figure 2.6 China Lactalbumin & WPC Import Volume & Price, 2004-2013
Figure 2.7 China Products Structure of Lactalbumin & WPC, 2013
Figure 2.8 China Import Origins of Lactalbumin & WPC, 2013
Figure 2.9 China Lactose Import Volume & Price, 2005-2013
Figure 2.10 China Import Origins of Lactose, 2013
Figure 2.11 China Milk Fats Import Volume & Price, by Month, 2004-2013
Figure 2.12 China Import Origins of Milk Fats, 2013
Figure 2.13 Imports of Original Infant Formula Milk Powder for Retail in China, by Month, 2000-2013
Figure 2.14 China Import Origins of Infant Formula Milk Powder for Retail, 2013
Figure 3.1 China Infant Formula Milk Powder Output, 1999-2013
Figure 3.2 China Production Layout of Infant Formula Milk Powder, 2013
Figure 3.3 Regional Distribution of Urban Infant Population and Infant Milk Powder Market Capacity (By Consumption Volume) in China's Different Provinces and Regions, 2013
Figure 3.4 Flow of Infant Formula Milk Powder Promotion Model
Figure 3.5 Comparison of Infant Milk Power Price of Domestic and International Brands, 2010-2013
Figure 3.6 Factors influencing the consumers' purchase of infant formula milk powder
Figure 3.7 Judge Standards of Consumers on Quality of Infant Formula Milk Powder after "the Melamine Scandal"
Figure 3.8 Demand Changes on Infant Formula Milk Powder Before and After the Melamine Scandal
Figure 4.1 Market Share of Famous Infant/young Child's Formula Milk Powder Brands, by Sales Value, 2010-2013
Figure 4.2 Market Share Change of Beingmate Infant Milk Powder, by Sales Value, 2008-2013
Figure 4.3 Market Share Change of Synutra Infant Milk Powder, by Sales Value, 2008-2013

List of Tables
Table 1.1 Balance Sheet of Supply and Demand of WMP in China, 2012-2014
Table 1.2 Balance Sheet of Supply and Demand of SMP in China, 2012-2014
Table 1.3 Sensory Requirements
Table 1.4 Indexes for Protein, Fat and Carbohydrate
Table 1.5 Vitamin Index
Table 1.6 Mineral Index
Table 1.7 Optional Components Index
Table 1.8 Other Indexes
Table 1.9 Contaminant Limit (calculated based on powdery products)
Table 1.10 Mycotoxin Limit (based on powdery products)
Table 1.11 Microbial Limit
Table 1.12 Urease Activity Index
Table 1.13 Sensory Requirements
Table 1.14 Protein, Fat and Carbohydrate Indexes
Table 1.15 Vitamin Index
Table 1.16 Mineral Index
Table 1.17 Optional Components
Table 1.18 Other Indexes
Table 1.19 Mycotoxin Limit (based on powdery products)
Table 1.20 Microbial Limit
Table 1.21 Urease Activity Index
Table 1.22 Sensory Requirements
Table 1.23 Basic Nutrition Index
Table 1.24 Optional Nutrition Constituent Indexes
Table 1.25 Limit for Carbohydrate Addition
Table 1.26 Other Indexes
Table 1.27 Contaminant Limit
Table 1.28 Mycotoxin Limit
Table 1.29 Microbial Limit
Table 1.30 Urease Activity Index
Table 1.31 Comparison between Output of China's Major Dairy Products and Their Capacity Utilization, 2014
Table 2.1 China's Milk-based Raw Material Import, by Volume, 2011-2013
Table 2.2 China Import Origins of Whey Products, 2011-2013
Table 2.3 Import Prices (CIF) of Infant Formula Milk Powder from Different Origins, by Month, 2010-2013
Table 2.4 List of “Restriction Policy” of Foreign Infant Formula
Table 2.5, Price Difference of Foreign Milk Powder between China and Foreign Countries
Table 2.6 Main World-famous Original Infant Formula in China's Mainland Market
Table 3.1 Urban Market Capacity of Infant Milk Powder in China's Different Provinces and Regions, 2013
Table 3.2 Market Capacity of Babies 0-3 Years in Cities of Line I, Line II and Line III, 2013
Table 3.3 Comparison of Infant Formula Milk Powder Marketing Channel Composition of Some Famous Brand Enterprises, 2013
Table 3.4 Retail Terminal Market (online) Price Comparison of Domestic and Intl' Brands of Infant Formula Milk Powder Phase I, Quarter 1 of 2014
Table 3.5 Retail Terminal Market (online) Price Comparison of Domestic and Intl' Brands of Infant Formula Milk Powder Phase II, Quarter 1 of 2014
Table 3.6 Retail Terminal Market (online) Price Comparison of Domestic and Intl' Brands of Infant Formula Milk Powder Phase III, Quarter 1 of 2014
Table 3.7 Retail Terminal Market Price online Comparison of Well-known Domestic and Intl' Brands of Infant Formula Rice Cereal Phase I, II and III, Quarter 1 of 2014
Table 3.8 Infant Formula Milk Powder Consumption Level Per Capita of China's Urban and Rural Babies, 2003-2012
Table 4.1 List of Infant Formula Milk Powder Enterprises & Brands Suggested Officially in 2013 & 2014
Table 4.2 Regional Distribution of Enterprises Regaining Infant Formula Milk Powder Production License, as of March 31, 2011
Table 4.3 Registration Reference on Yili Group
Table 4.4 Top 10 Leading Shareholders & Stock Distribution of Yili Group
Table 4.5 Total Profit of Yili, 1st Three Quarters of 2013
Table 4.6 Raw Milk Procurement Scale and Prices of Yili Group, 2010-2013
Table 4.7 Main Product Series of Yili Group
Table 4.8 Output of Main Products of Yili Group, 2008-2013
Table 4.9 Registration Reference on Beingmate
Table 4.10 Total Number of Shareholders and Shareholdings of Top 10 Circulation Shareholders of Beingmate, by 2013
Table 4.11 Financial Situation of Beingmate, 2010-2013
Table 4.12 Production, Sales & Stocks of Main Products of Beingmate, 2011-2013
Table 4.13 Beingmate Infant/young Child Formula Milk Powder Related Production
Table 4.14 Registration materials of Dumex Baby Food Co. Ltd
Table 4.15 Product Output List of Dumex Baby Food Co. Ltd, 2010-2013
Table 4.16 Promotion of Technology and Products of Dumex in China
Table 4.17 Main Product Output of Mead Johnson, 2010-2013
Table 4.18 Registration materials of Synutra Dairy Co., Ltd
Table 4.19 Shareholders of Synutra Dairy Possessing more than Shares of 5%, 2012
Table 4.20 Financial Statement of Synutra Int'l, 2011-2013
Table 4.21 Financial Statement of Synutra Int'l, 2008-2013
Table 4.22 Raw Milk Procurement Scale and Prices of Synutra Dairy, 2010-2013
Table 4.23 Main Product List of Synutra Dairy
Table 4.24 Output of Main Products of Synutra Dairy, 2010-2012
Table 4.25 Related Infant Formula Milk Powder Production Equipment List of Synutra Dairy
Table 4.26 Process of Technology R&D and Popularization and Application of Synutra, 2011-2013
Table 4.27 Retail Price of Infant Formula Milk Powder Brands of Abbott in the first half of 2013
Table 4.28 Main Shareholders of Yashili Group, by the end of 2013
Table 4.29 Financial Situation of Yashili Group, 2010-2013
Table 4.30 Main Product List of Yashili Group
Table 4.31 Main Product Output List of Yashili Group, 2010-2013
Table 4.32 Output of Main Products of Nestle (China), 2010-2013
Table 6.1 Feeding of infants in different months
Table 6.2 Percentage of Interviewees Heard of the International Code of Marketing of Breast Milk Substitutes( short for “Code”) or the Administrative Methods on Sales of Breast Milk Substitutes (short for “Methods”)
Table 6.3 Percentage of Interviewees Understanding of the International Code of Marketing of Breast Milk Substitutes( short for “Code”) or the Administrative Methods on Sales of Breast Milk Substitutes (short for “Methods”)
Table 6.4 Use of Breast-milk Substitutes of infants in parturition and in hospital

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