
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.

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