APAC Dairy Products Market: By Type (Cheese, Milk, Butter, Sour Milk Products, Yoghurt, Milk Powder); By Distribution Channel - Forecast (2015-2020)

Description:

Milk is an essential part of daily diet and provides with vital nutrients. Milk is consumed by abundant population globally owing to its nutritional and health benefits. In modern era, owing to the busy lifestyle the demand for packaged dairy products has gone high. Milk and cheese are the dominant categories in the packaged dairy products industry.

Asia Pacific packaged dairy products market exhibits higher growth than the mature markets of Europe and North America owing to rapid urbanisation rate in the emerging economies of China and India. Rapid urbanisation, higher disposable incomes and busy work life has led to millions of Chinese and Indians to adapt to western dietary patterns. This has increased the consumption of cheese and packaged milk. Most of the Asia-Pacific dairy market is unorganized and global players such as Lactalis are eyeing to expand in the emerging markets such as India through acquisitions. Flavored milk & probiotic yoghurt exhibit high growth.

This report segments the Asia Pacific packaged dairy products market by type and by distribution channel with focus on the major dairy economies namely: China, Japan, India, Australia and South Korea. Packaged dairy products market covers major categories like cheese and milk and other categories like yoghurt, sour milk products, milk powder and butter. Delicacies containing milk or milk ingredients such as desserts and ice-creams are not considered under the scope of study. The report throws light on the major distribution channels such as supermarkets, hypermarkets, discounters, convenience stores, department stores and others.

The prominent players covered in this report are:

- Meiji Co Ltd
- Gujarat Cooperative Milk Marketing Foundation Ltd
- China Mengniu Dairy Co Ltd

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