China Dairy Market 2016

Description: The report includes:

- Information on supply and usage across the Milk, Chilled Dairy, Cream, Cheese and Butter Fat categories
- The report provides information on:
  - Consumption volume (tonnes) and total market value $X, €X, 2010-2016F
  - Manufacturer supply (2012-2015 only),
  - Volume Channel distribution split into retail, food service and industrial applications
  - Company Volume Share by Product Type 2012-2015

The following categories are further segmented into the following product types:

- Hard Cheese - Cheddar, Edam, Emmental, Gouda, Havarti, Italian Hard Cheese and Other Hard Cheese
- Soft Cheese - Brie, Camembert and Other Soft Cheese
- White Cheese - Mozzarella, Cream Cheese, Feta, Mascarpone, Cottage Cheese and Other White Cheese
- Blue Cheese - Italian Blue Cheese, Roquefort, Other Blue Cheese
- Processed Cheese - Portions, Slices, Blocks/Cans, Grated, Spreads and Other Processed Cheese
- Yogurt - Probiotic, Light and Regular Varieties
- Drinking Yogurt - Probiotic, Light and Regular Varieties

Industrial applications of dairy products should be treated with caution when comparing data across categories.

For the purposes of the categories profiled in this report, Cheese utilised for further processing into processed cheese products is not included in order to avoid double counting. Similarly, the Powdered Milk category analyses products used in the retail and food service channels. Powdered Milk does not include milk powder (e.g. skimmed milk or full cream) destined for further food applications (i.e. bakery, ice cream) or being processed into other dairy products.

Our research methodology is based on a two stage approach to gathering and analysing data.

Stage 1: Utilisation of In-House Resources

Main sources of secondary data include:

- Specialist trade press
- Links with audit organisations
- Trade associations
- Company annual reports
- Independent analysts' reports
- Financial and mainstream press coverage.

Stage 2: Field Research
Conducted in relevant markets and include:

Trade Interviews

Contact throughout the international dairy processing industry allows the researcher to talk directly to key industry players to gain their view of the market or industry being analysed.

Store checks

Store checks are carried out by our network of market analysts who confirm products, manufacturers and brands available in selected markets.
1.1 Key Findings And Executive Summary
Table 1- Sales of Total Dairy: Volume and Value 2010-2016F
Table 2- Sales of Total Dairy Volume by Liquid Milk Equivalent, 2010-2016F
Table 3- Supply of Total Dairy Volume, Local Production versus Imports, 2008-2013

2.1 Total Milk Category
2.1.1 Market size 2010-2016F and forecast development
Table 4- Sales of Total Milk: Volume and Value 2010-2016F
2.1.2 Market segmentation and trends
Table 5- Sales of Total Milk by Product Type: Volume 2010-2016F
2.1.3 Supply by Company and Distribution by channel
Table 6- Sales of Total Milk by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

2.2 Total Liquid Drinking Milk
2.2.1 Fresh White Milk
Table 7- Sales of Fresh White Milk: Volume and Value 2010-2016F
Table 8- Sales of Fresh White Milk by Pack Type: Volume 2010-2016F
Table 9- Sales of Fresh White Milk by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
Table 10- Sales of Fresh White Milk by Company: Volume 2012-2015
2.2.2 UHT White Milk
Table 11- Sales of UHT White Milk: Volume and Value 2010-2016F
Table 12- Sales of UHT White Milk by Pack Type: Volume 2010-2016F
Table 13- Sales of UHT White Milk by Company: Volume 2012-2015
Table 14- Sales of UHT White Milk by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
2.2.3 Fresh Flavoured Milk
Table 15- Sales of Fresh Flavoured Milk by Pack Type: Volume 2010-2016F
Table 16- Sales of Fresh Flavoured Milk by Company: Volume 2012-2015
Table 17- Sales of Fresh Flavoured Milk by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
2.2.4 UHT Flavoured Milk
Table 19- Sales of UHT Flavoured Milk: Volume and Value 2010-2016F
Table 20- Sales of UHT Flavoured Milk by Pack Type: Volume 2010-2016F
Table 21- Sales of UHT Flavoured Milk by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
Table 22- Sales of UHT Flavoured Milk by Company: Volume 2012-2015

2.3 Total Concentrated Milk
2.3.1 Evaporated Milk
Table 23- Sales of Evaporated Milk: Volume and Value 2010-2016F
Table 24- Sales of Evaporated Milk by Pack Type: Volume 2010-2016F
Table 25- Sales of Evaporated Milk by Company: Volume 2012-2015
Table 26- Sales of Evaporated Milk by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
2.3.2 Sweetened Condensed Milk
Table 27- Sales of Sweetened Condensed Milk: Volume and Value 2010-2016F
Table 28- Sales of Sweetened Condensed Milk by Pack Type: Volume 2010-2016F
Table 29- Sales of Sweetened Condensed Milk by Company: Volume 2012-2015
Table 30- Sales of Sweetened Condensed Milk by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

2.4 Total Powdered Milk
2.4.1 Fat-Filled Milk Powder
Table 31- Sales of Fat Filled Powdered Milk: Volume and Value 2010-2016F
Table 32- Sales of Fat Filled Powdered Milk by Pack Type: Volume 2010-2016F
Table 33- Sales of Fat Filled Powdered Milk by Company: Volume 2012-2015
Table 34- Sales of Fat Filled Powdered Milk by Distribution Channel (Retail/Food Service): Volume 2015
2.4.2 Full Cream Milk Powder
Table 35- Sales of Full Dairy Fat Powdered Milk: Volume and Value 2010-2016F
Table 36- Sales of Full Dairy Fat Powdered Milk by Pack Type: Volume 2010-2016F
Table 37- Sales of Full Dairy Fat Powdered Milk by Company: Volume 2012-2015
Table 38- Sales of Full Dairy Fat Powdered Milk by Distribution Channel (Retail/Food Service): Volume 2015

3.1 Total Chilled Dairy
3.1.1 Market size 2010-2016F and forecast development
Table 39- Sales of Total Chilled Dairy: Volume and Value 2010-2016F
3.1.2 Market segmentation and trends
Table 40- Sales of Total Chilled Dairy by Product Type: Volume 2010-2016F
3.1.3 Supply by Company and Distribution by channel
Table 41- Sales of Total Chilled Dairy by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
3.2 Total Drinking Yogurt
3.2.1 Fresh Drinking Yogurt
Table 42- Sales of Fresh Drinking Yogurt: Volume and Value 2010-2016F
Table 43- Sales of Fresh Drinking Yogurt by Pack Type: Volume 2010-2016F
Table 44- Sales of Fresh Drinking Yogurt by Company: Volume 2012-2015
Table 45- Sales of Fresh Drinking Yogurt by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
3.2.2 UHT Drinking Yogurt
Table 46- Sales of UHT Drinking Yogurt: Volume and Value 2010-2016F
Table 47- Sales of UHT Drinking Yogurt by Pack Type: Volume 2010-2016F
Table 48- Sales of UHT Drinking Yogurt by Company: Volume 2012-2015
Table 49- Sales of UHT Drinking Yogurt by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
3.3 Total Fermented Milk
Table 50- Sales of Fermented Milk: Volume and Value 2010-2016F
Table 51- Sales of Fermented Milk by Pack Type: Volume 2010-2016F
Table 52- Sales of Fermented Milk by Company: Volume 2012-2015
Table 53- Sales of Fermented Milk by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
3.4 Total Spoonable Yogurt
3.4.1 Fresh Spoonable Yogurt
Table 54- Sales of Fresh Spoonable Yogurt: Volume and Value 2010-2016F
Table 55- Sales of Fresh Spoonable Yogurt by Product Type: Volume 2010-2016F
Table 56- Sales of Fresh Spoonable Yogurt by Company: Volume 2012-2015
Table 57- Sales of Fresh Spoonable Yogurt by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
3.4.2 UHT Spoonable Yogurt
Table 58- Sales of UHT Spoonable Yogurt: Volume and Value 2010-2016F
Table 59- Sales of UHT Spoonable Yogurt by Product Type: Volume 2010-2016F
Table 60- Sales of UHT Spoonable Yogurt by Company: Volume 2012-2015
Table 61- Sales of UHT Spoonable Yogurt by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
3.5 Total Dairy Desserts
Table 62- Sales of Dairy Desserts: Volume and Value 2010-2016F
Table 63- Sales of Dairy Desserts by Pack Type: Volume 2010-2016F
Table 64- Sales of Dairy Desserts by Company: Volume 2012-2015
Table 65- Sales of Dairy Desserts by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
4.1 Total Cream
4.1.1 Market size 2010-2016F and forecast development
Table 66- Sales of Total Cream: Volume and Value 2010-2016F
4.1.2 Market segmentation and trends
Table 67- Sales of Total Cream by Product Type: Volume 2010-2016F
4.1.3 Supply by Company and Distribution by channel
Table 68- Sales of Total Cream by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
4.2 Total Whipping Cream
4.2.1 Fresh Whipping Cream
Table 69- Sales of Fresh Whipping Cream: Volume and Value 2010-2016F
Table 70- Sales of Fresh Whipping Cream by Pack Type: Volume 2010-2016F
Table 71- Sales of Fresh Whipping Cream by Company: Volume 2012-2015
Table 72- Sales of Fresh Whipping Cream by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
4.2.2 UHT Whipping Cream
Table 73- Sales of UHT Whipping Cream: Volume and Value 2010-2016F
Table 74- Sales of UHT Whipping Cream by Pack Type: Volume 2010-2016F
Table 75- Sales of UHT Whipping Cream by Company: Volume 2012-2015
Table 76- Sales of UHT Whipping Cream by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
4.3 Total Whipped Cream Spray
Table 77- Sales of Whipped Cream Spray: Volume and Value 2010-2016F
Table 78- Sales of Whipped Cream Spray by Pack Type: Volume 2010-2016F
Table 79- Sales of Whipped Cream Spray by Company: Volume 2012-2015
Table 80- Sales of Whipped Cream Spray by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
4.4 Total Other Liquid Cream (e.g. Half&Half Coffee Cream, Cooking Cream, Crème Fraiche, Bechamel, etc)

4.4.1 Fresh Other Liquid Cream
- Table 81- Sales of Fresh Other Liquid Cream: Volume and Value 2010-2016F
- Table 83- Sales of Fresh Other Liquid Cream by Company: Volume 2012-2015
- Table 84- Sales of Fresh Other Liquid Cream by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

4.4.2 UHT Other Liquid Cream
- Table 85- Sales of UHT Other Liquid Cream: Volume and Value 2010-2016F
- Table 87- Sales of UHT Other Liquid Cream by Company: Volume 2012-2015
- Table 88- Sales of UHT Other Liquid Cream by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

4.5 Total Sour Cream
- Table 89- Sales of Sour Cream: Volume and Value 2010-2016F
- Table 91- Sales of Sour Cream by Company: Volume 2012-2015
- Table 92- Sales of Sour Cream by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

4.6 Total Custard
- Table 93- Sales of Custard: Volume and Value 2010-2016F
- Table 95- Sales of Custard by Company: Volume 2012-2015
- Table 96- Sales of Custard by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

5.1 Total Cheese

5.1.1 Market size 2010-2016F and forecast development
- Table 97- Sales of Total Cheese: Volume and Value 2010-2016F

5.1.2 Market segmentation and trends
- Table 98- Sales of Total Cheese by Product Type: Volume 2010-2016F

5.1.3 Supply by Company and Distribution by channel
- Table 99- Sales of Total Cheese by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

5.2 Total Hard Cheese
- Table 100- Sales Hard Cheese: Volume and Value 2010-2016F
- Table 102- Sales of Hard Cheese by Company and Type: Volume 2012-2015
- Table 103- Sales of Hard Cheese by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

5.3 Total Soft Cheese
- Table 104- Sales of Soft Cheese: Volume and Value 2010-2016F
- Table 106- Sales of Soft Cheese by Company and Type: Volume 2012-2015
- Table 107- Sales of Soft Cheese by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

5.4 Total White Cheese
- Table 108- Sales of White Cheese: Volume and Value 2010-2016F
- Table 109- Sales of White Cheese by Type: Volume 2010-2016F
- Table 110- Sales of White Cheese by Company and Type: Volume 2012-2015
- Table 111- Sales of White Cheese by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

5.5 Total Blue Cheese
- Table 112- Sales of Blue Cheese: Volume and Value 2010-2016F
- Table 113- Sales of Blue Cheese by Type: Volume 2010-2016F
- Table 114- Sales of Blue Cheese by Company and Type: Volume 2012-2015
- Table 115- Sales of Blue Cheese by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

5.6 Total Processed Cheese
- Table 116- Sales of Processed Cheese: Volume and Value 2010-2016F
- Table 117- Sales of Processed Cheese by Type: Volume 2010-2016F
- Table 118- Sales of Processed Cheese by Company and Type: Volume 2012-2015
- Table 119- Sales of Processed Cheese by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

6.1 Total Butter Fats

6.1.1 Market size 2010-2016F and forecast development
- Table 120- Sales of Total Butter Fats: Volume and Value 2010-2016F

6.1.2 Market segmentation and trends
- Table 121- Sales of Total Butter Fats by Product Type: Volume 2010-2016F

6.1.3 Supply by Company and Distribution by channel
Table 122- Sales of Total Butter Fats by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
6.2 Total Dairy Spreads
Table 123- Sales Dairy Spreads: Volume and Value 2010-2016F
Table 124- Sales of Dairy Spreads by Pack Type: Volume 2010-2016F
Table 125- Sales of Dairy Spreads by Company and Type: Volume 2012-2015
Table 126- Sales of Dairy Spreads by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
6.3 Total Butter
Table 127- Sales of Butter: Volume and Value 2010-2016F
Table 128- Sales of Butter by Pack Type: Volume 2010-2016F
Table 129- Sales of Butter by Company and Type: Volume 2012-2015
Table 130- Sales of Butter by Distribution Channel (Retail/Food Service/Industrial): Volume 2015
6.4 Total Butter Ghee
Table 131- Sales of Butter Ghee: Volume and Value 2010-2016F
Table 132- Sales of Butter Ghee by Pack Type: Volume 2010-2016F
Table 133- Sales of Butter Ghee by Company and Type: Volume 2012-2015
Table 134- Sales of Butter Ghee by Distribution Channel (Retail/Food Service/Industrial): Volume 2015

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