

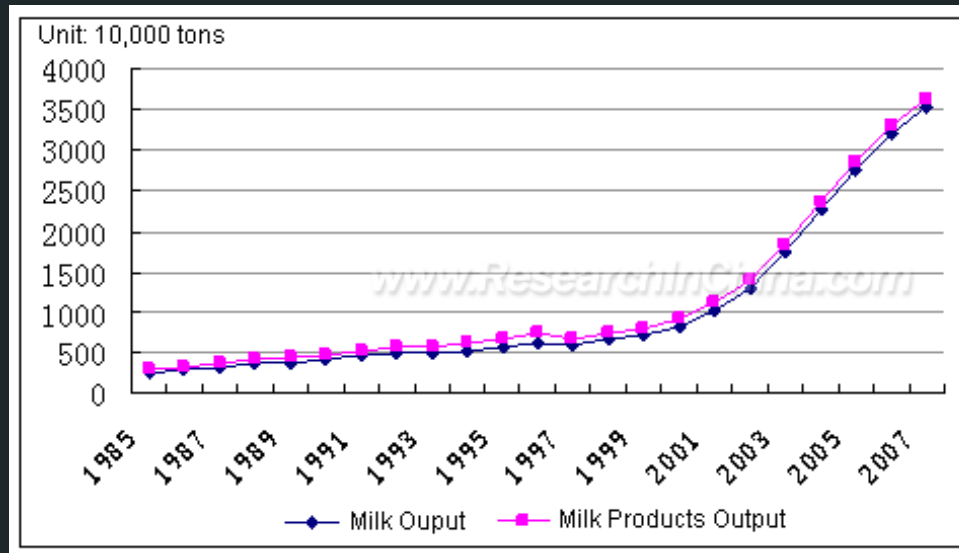
China Milk Market Report, 2008-2009



In the year of 1985, China produced 2.50 million tons milk and 2.89 million tons milk kinds; while in the year of 2007, China produced 35.25 million tons milk and 36.33 million tons milk kinds, with the compound annual growth rate of 12.78% and 12.19% respectively. Moreover, China produced 18.60 million tons milk in the first half of 2008, up 12.1% compared to the first half of 2007.

The growth of pasteurized milk consumption is much higher than the consumption of autoclaved milk; acidophilus milk consumption is still having the fastest growth, and its average annual growth rate exceeded 23% during 2001 to 2006. Infant milk powder consumption and milk powder consumption of middle-aged and old consumers are achieving fast progress. However, Chinese consumers still don't like the taste of cheese.

China's Milk Output and Milk Kinds Output, 1985-2007



Source: National Bureau of Statistics

According to the Ministry of Agriculture, China per capita milk consumption will reach 25 kilograms, the total milk & milk kinds output in China is expected to reach 42.50 million tons by year of 2030. Calculating by CNY21.16 million to produce 10,000 tons milk, the capital demand of China milk industry will surpass CNY13 billion by the year of 2030, of which 75%, 15%, 5% and another 5% will be respectively for breeding, processing, distribution and others such as machinery, service and personnel training etc.

Table of Contents

- **1. Overview of China Milk Market**
- 1.1 Overview
- 1.1.1 Rapid Growth and High Output
- 1.1.2 Consumption Concentrates in Large and Medium-sized Cities
- 1.1.3 Low Per Capita Output
- 1.1.4 Sustained Development of Milk Producers
- 1.2 Development Environment of Milk Market
- 1.2.1 Economic
- 1.2.2 Population
- 1.2.3 Policy
- **2. Raw Milk Source Analysis**
- 2.1 Manufacturing Problems of Raw Milk
- 2.1.1 Low yield per Cattle
- 2.1.2 Quality Problems
- 2.1.3 Weak Farmers' Sense of Organization
- 2.1.4 Unreasonable Feed Structure
- 2.1.5 Slow New Technology Applications
- 2.2 Regional Distributions
- 2.2.1 Inner Mongolia
- 2.2.2 Heilongjiang
- 2.2.3 Hebei
- 2.2.4 Xinjiang
- 2.3 Raw Milk Supply
- 2.3.1 Cattle-breeding Cost
- 2.3.2 Supply of Raw Milk
- 2.3.3 Price of Raw Milk
- 2.4 Imported Dairy Products
- **3. Milk Processing Analysis**
- 3.1 Milk Market Structure
- 3.2 Market Segmentations of Liquid Milk
- 3.2.1 Pasteurized Milk
- 3.2.2 Autoclaved Milk /UHTMilk
- 3.2.3 acidophilus Milk
- 3.2.4 Milk Beverage
- 3.3 Solid Milk
- 3.3.1 Milk Powder
- 3.3.2 Cheese
- **4. Key Players Analysis**

- 4.1 Inner Mongolia Yili Industrial Group Co., Ltd
 - 4.1.1 Company Profile
 - 4.1.2 Performance
 - 4.1.3 Development Strategy
- 4.2 Mengniu Dairy Industry Co., Ltd
 - 4.2.1 Company Profile
 - 4.2.2 Performance
 - 4.2.3 Development Strategy
- 4.3 Bright Dairy Food Co., Ltd
 - 4.3.1 Company Profile
 - 4.3.2 Performance
 - 4.3.3 Development Strategy
- 4.4 Beijing Sanyuan Foods Co., Ltd
- 4.5 Hangzhou Wahaha Group Co. Ltd
- 4.6 Hunan Taizina Group Co., Ltd.
- 4.7 Zhejiang Liziyuan Milk Food Co., Ltd
- 4.8 Heilongjiang Wondersun Dairy Co., Ltd
- 4.9 Jinan Jiabao Dairy Co., Ltd
- 4.10 Nanjing Dairy Group Co., Ltd
- 4.11 Shandong Deyi Dairy Industry Co., Ltd

- **5. Future Prospect of China Milk Market**
 - 5.1 Development Trend
 - 5.1.1 The Market Tends to be More Segmented
 - 5.1.2 Market Concentration Tends to be Higher
 - 5.1.3 Competition Focus on High-end Products
 - 5.1.4 Brand Competition Tends to be More Fierce
 - 5.1.5 Still Hard Price Competition in Low-end Market
 - 5.2 Investment Opportunity and Risk
 - 5.2.1 Opportunity
 - 5.2.2 Risk

Selected Charts

- China's Milk Output and Milk Kinds Output, 1985-2007
- The Global Proportion of China's Milk Output, 1979-2005
- Annual Per Capita Revenue of China's Urban and Rural Resident, 2000-2007
- China's Milk Consumption of China Urban and Rural Residents, 1992-2007
- China's Per Capita Milk Consumption, 1978-2007
- China's Quantity of Cattle on Hand, 1978-2007
- Purchase Price of Raw Milk in China, 2007
- China's Milk Import Volume and Import Value, 1995-2007
- China's Milk Powder Import and YoY Growth, 2004-2008
- China's Milk Powder Export Price and YoY Growth, 2004-2008
- Varieties of Milk Products
- China's Regional Raw Milk Consumption Structure
- China's Milk Consumption Structure and Growth, 2002-2006
- China's Liquid Milk Consumption Structure
- China's Urban Per Capita Consumption of acidophilus Milk, 2001-2006
- China's Sales Revenue and YoY Growth of Milk Beverage and Vegetable Protein Beverage, 2003-2008
- Milk Powder Consumption in China, 1987-2008
- Market Share Distribution of Milk Powder Manufacturers in China, 2006
- Revenue and Profit of Yili Group, 2001-2008
- Product Structure of Yili Group, 2008
- Administrative Expenses of Yili Group

- Revenue and Profit of Mengniu Group, 2004-2008
- Revenue and Profit of Bright Dairy Food Co., Ltd, 2001-2008
- Product Structure of Bright Dairy Food Co., Ltd, 2008
- Revenue and Profit of Sanyuan Food, 2001-2008
- Regional Business Structure of Sanyuan Food, 2008
- Revenue and Profit of Wahaha, 2004-2008
- Investment Structure of China Milk Market, 2007-2030e
- Laws and Regulation about Milk Market in China, 2008
- Key Regions' Milk Output in China and Their Overall Proportions
- China Imported Milk Products Volume, 1995-2007
- Cost of 250 ml Milk with Different Packages
- Sales Revenue of Milk Powder in China, 2001-2008



How to Buy

Product details			How to Order
	USD	File	By email: report@researchinchina.com
Single user	1,500	PDF	By fax: 86-10-82600829
Enterprisewide	2,300	PDF	By online: www.researchinchina.com
Publication date: Feb. 2009			
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			