Dairy Products and Alternatives in China

August 2024

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Baby Food in China

Butter and Spreads in China

2024 DEVELOPMENTS

Retail sales of butter decline due to decreasing demand for home baking and consumer caution

Rising health awareness leads to decline for margarine and spreads

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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Cheese continues to see a strong decline in 2024, driven by falling sales of cheese sticks

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PROSPECTS AND OPPORTUNITIES

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Increasing availability of organic and A2ß milk, and new health claims and dual protein products emerge

PROSPECTS AND OPPORTUNITIES

Expanding older population set to contribute to value growth for powder milk
Manufacturers explore growth opportunities in foodservice
Yili launches methane-reduced shelf stable milk

CATEGORY DATA

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KEY DATA FINDINGS

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Yoghurt expected to continue to decline in 2024, for various reasons
Yili launches shelf stable yoghurt containing active probiotics
Providing value is a key strategy for yoghurt manufacturers amidst declining sales

PROSPECTS AND OPPORTUNITIES

Sugar control will continue to be the dominant health claim
Consumers will tend to consume less but better
Manufacturers explore more online distribution channels

CATEGORY DATA

Other Dairy in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stabilising trend for retail sales in other dairy in 2024, although coffee whiteners struggles

Stable growth in foodservice volumes

PROSPECTS AND OPPORTUNITIES

Return to retail value growth will be driven by cream, and condensed and evaporated milk

Coffee whiteners sees active new product development, but is still set to decline

Hi-road Food develops plant-based cream

CATEGORY DATA

Plant-Based Dairy in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multiple factors lead to significant decline in retail sales of soy drinks in 2023 and 2024

Coconut milk continues to outperform other types of plant-based milk, while oat milk declines

PROSPECTS AND OPPORTUNITIES

New products set to limit the decline of soy drinks

A wider variety of products within other plant-based milk will drive growth

CATEGORY DATA

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