

# THOUGHT-STARTER: WHAT'S NEXT FOR CHINA'S DAIRY MARKET?

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*Fuelled by the belief that dairy products are a vital component of any healthy diet, Chinese consumers are adding an increasing selection of milk, cheese and yoghurt to their shopping baskets.*

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China was once perceived to be a nation that was largely lactose-intolerant, but its consumer behaviours are telling a different story. As demand for dairy booms, opportunities are emerging for brands to carve out a niche with consumers young and old by creating tailored offerings that appeal to the health-conscious and instil a sense of fun into the sector.

'With more sophisticated and well-travelled palates, Chinese consumers are increasingly open to bold, exciting and unique tastes,' says food company the Kerry Group. Traditionally, yoghurt in China has been flavoured with fruit but brands like the Inner Mongolia MengNiu Dairy Group are demonstrating the desire for unusual flavour profiles with the expansion of its Zuo yoghurt drinks range.

Elsewhere, a growing segment of the population is enjoying plant-based dairy alternatives. 'We think that the opportunities for plant-based milks are huge in China,' says Oatly spokesman Tobias Nordström. In fact, a strong familiarity with plant-based alternatives, such as soy milk and tofu, means appetite for both domestic and imported dairy alternatives is strong.

Read the full China Dairy Market [here](#).