



Drinking Milk Products in China

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Shelf stable milk drives drop in drinking milk
- Yili leads while smaller players gain greater ground in 2025
- Supermarkets leads distribution of drinking milk products

PROSPECTS AND OPPORTUNITIES

- Fresh milk and powder milk as key growth drivers
- Health claims become more prevalent in fresh milk
- ESL technology expands, intensifying competition

CATEGORY DATA

- Table 1 - Sales of Drinking Milk Products by Category: Volume 2020-2025
- Table 2 - Sales of Drinking Milk Products by Category: Value 2020-2025
- Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025
- Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025
- Table 7 - Distribution of Drinking Milk Products by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030
- Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in China - Industry Overview

EXECUTIVE SUMMARY

- Dairy products and alternatives in 2025: The big picture
- Key trends in 2025
- Competitive Landscape
- Channel developments
- What next for dairy products and alternatives?

MARKET DATA

- Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 16 - Penetration of Private Label by Category: % Value 2020-2025
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/drinking-milk-products-in-china/report.