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31 January 2004

## **Stanton, Emms & Sia Releases New Report on Opportunities in China's Market for Imported Dairy Products**

Stanton, Emms & Sia (SES) announces the release of the latest report in its long running *Asia-Dairy* series of reports titled:

*"The Market for Imported Dairy Products in China - 2004 to 2009:  
An Analysis of Future Opportunities and Directions for Dairy Exporters"*

This report has been specifically researched for senior management with dairy exporting businesses and government officials involved in the promotion of their country's dairy products. The report is a detailed opportunity identification study that covers:

- Dairy ingredients, including milk powders, whey, dairy fats and oils, lactose, and casein; and
- Finished dairy products, including liquid milk, yoghurt, butter, infant formula, milk powders, all types of cheese, ice cream, evaporated and condensed milks.

China is currently producing just over 10 million tonnes of liquid milk per annum. This is supplemented by imports of a range of dairy products, which have become increasingly important for Chinese dairy ingredient users since the early 1990s.

Imports as a percentage of total dairy product consumption rose to 16% in 2002, up from 7% in 1991. There is now a possibility that imports could rise to between 20% and 25% of total consumption by 2009, driven by a complex range of forces including WTO liberalisation, increasing affluence and the strategies of dairy product manufacturers.

SES's report explores the forces that are at work in China today and develops future scenarios for the segments that make up its market for dairy products. In doing so, it considers ingredient usage by the food industry, including producers of non-dairy foods, and the consumption of branded dairy products.

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The report includes chapters on China's consumption of dairy products, the regulatory environment covering dairy products, consumer market characteristics, a detailed analysis of the import markets, distribution of ingredients and finished products, identification of the key targets for dairy ingredients, an analysis of the forces for change in the market, analysis of the barriers to market development and an assessment of future prospects for imported dairy products.

The report is available to our clients on 31 January 2004. Persons interested in obtaining more information about the report should contact Mr Anthony L. Emms or Ms Cindy Sia via e-mail at: [emmsia@pacific.net.sg](mailto:emmsia@pacific.net.sg) for a brochure and order form,

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### **Note to editors**

#### **About Stanton, Emms & Sia and its *Asia-Dairy* report series.**

Stanton, Emms & Sia is a leading Asia-based consultancy and research firm that specialises in servicing clients operating in the food, drink and agrifood industries. The firm has been operating since 1991 and works with its national and multinational clients to identify and develop their business opportunities in the markets of East Asia.

The *Asia-Dairy* report series has been running since 1994 and has covered the dairy product markets in Indonesia, Singapore, the Philippines, Malaysia, Thailand, Vietnam, South Korea, China and Taiwan. Reports under the series are detailed and written by senior consultants with extensive experience in analysing markets and identifying opportunities for dairy industry clients.

See our website for details of our services and service coverage:

URL: [stantonemmsandsia.foodandbeverage.biz](http://stantonemmsandsia.foodandbeverage.biz)