

# Cheese in Asia Pacific

December 2021

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific has the lowest per capita consumption of cheese

Asia Pacific to record 6% CAGRs in both the historic and forecast periods

China adds the most new value sales in Asia Pacific over 2016-2021

Processed cheese (excluding spreadable) driving sales in 2016-2021

Unpackaged hard cheese not present in most markets

Growth rates stabilise again after the spike seen in 2020

E-commerce makes major share gains during the pandemic...

...but store-based retailing continues to dominate sales

## LEADING COMPANIES AND BRANDS

Concentration increasing in the Chinese cheese market

Japanese companies losing share at a regional level

## LEADING COMPANIES AND BRANDS

Only the multinationals work across the region

Milkground continues moving up the rankings in 2021

## FORECAST PROJECTIONS

Healthy growth rates expected for cheese in Asia Pacific in 2021-2026

Processed cheese will continue driving the overall performance

China, India and Indonesia to see dynamic 2021-2026 growth

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

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Japan: Competitive and Retail Landscape

Malaysia: Market Context

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Thailand: Market Context

Thailand: Competitive and Retail Landscape

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