Cheese in China
September 2023
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Cheese in China - Category analysis

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2023 DEVELOPMENTS
Poor performance for cheese due to drop in sales of cheese sticks in 2023
Leading players exhibit poor sales while Bel group maintain positive growth
New national standards for processed cheese set out clear regulations regarding content

PROSPECTS AND OPPORTUNITIES
Brands invest in premium products, given the slowdown in sales of cheese sticks
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DISCLAIMER

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