



HW Dairy Products and Alternatives in China

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Most claims show strong growth in volume and current value terms
Health and wellness variants feature prominently among new launches
Good source of minerals remains the leading health and wellness claim
Probiotic sales depressed by falling demand in yoghurt

WHAT'S NEXT

Diversification of milk sources set to become more visible
Good source of minerals products well placed to profit from population ageing
Probiotic powder milk will continue to gain popularity among older demographics

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

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[Health and Wellness in China - Industry Overview](#)

EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

INDUSTRY PERFORMANCE

Products with sugar- and fat-related claims profit from growing concerns about obesity
Interest in clean label varieties continues to rise

WHAT'S NEXT

Outlook for health and wellness remains broadly favourable

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