

# Selling Dairy Products in China

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## Market Size

### Cream

Three countries make 80% of China imports. Growth of 35%.

Unit : Euro thousand

Exporters	Imported value in 2017	Growth over 2016	Market Share
New Zealand	334 268	96,3%	43%
France	145 497	23,9%	19%
Germany	136 380	-4,6%	18%
Australia	61 138	2,2%	8%
United Kingdom	29 347	45,4%	4%
Korea, Republic of	12 527	-14,6%	2%
Spain	11 774	96,0%	2%
Poland	10 754	10,3%	1%
Belgium	7 489	-0,5%	1%
Netherlands	6 702	87,0%	1%
Ireland	6 064	19,7%	1%
Italy	4 016	-39,9%	1%
Denmark	3 888	30,7%	0,5%
Austria	3 261	-16,2%	0,4%
Switzerland	1 307	-27,0%	0,2%
Belarus	883	263,4%	0,1%
Canada	625	-17,7%	0,1%
Chile	567	-50,7%	0,1%
Slovenia	559	2229,2%	0,1%

### Skimmed Milk Powder

Growth above 40%. New Zealand has three-quarter of imports.

Unit : Euro thousand

Exporters	Imported value in 2017	Growth over 2016	Market Share
New Zealand	1 461 871	39,0%	74,6%
Australia	169 237	46,0%	8,6%
United States of America	73 582	114,8%	3,8%
France	62 270	94,8%	3,2%
Germany	54 248	107,8%	2,8%
Netherlands	52 649	27,9%	2,7%
Finland	19 838	45,2%	1,0%
Sweden	15 704	88,5%	0,8%
Ireland	11 284	30,2%	0,6%
Denmark	9 629	88,5%	0,5%
Poland	8 370	76,4%	0,4%
Spain	4 950	-45,8%	0,3%
Austria	3 491	530,1%	0,2%

## Butter

Growth over 60%. New Zealand is the country of reference with more than 80% of imports.

Unit : Euro thousand

Exporters	Imported value in 2017	Growth over 2016	Market Share
New Zealand	368 649	64,1%	83,4%
France	34 513	57,1%	7,8%
Belgium	14 120	45,7%	3,2%
Australia	9 469	26,2%	2,1%
Netherlands	7 003	107,3%	1,6%
Germany	2 371	64,8%	0,5%
Denmark	1 106	-19,2%	0,3%
Argentina	1 035	-41,6%	0,2%
Ireland	961	59,9%	0,2%
Italy	723	-20,5%	0,2%
United Kingdom	621	1534,2%	0,1%
United States of America	423	861,4%	0,1%

## Sweet Whey Powder

Unit : Euro thousand

Exporters	Imported value in 2017	Growth over 2016	Market Share
United States of America	248 497	47,7%	42,1%
France	100 064	42,5%	17,0%
Netherlands	56 952	70,5%	9,7%
Germany	30 176	28,8%	5,1%
Poland	27 180	54,2%	4,6%
Ireland	24 923	14,3%	4,2%
Argentina	14 424	-22,5%	2,4%
Finland	14 142	10,6%	2,4%
New Zealand	12 538	1,6%	2,1%
Denmark	11 467	38,2%	1,9%
Ukraine	11 095	434,7%	1,9%
Austria	9 356	243,7%	1,6%
Australia	8 416	27,4%	1,4%
Italy	6 568	163,7%	1,1%

## Recommendations

Given the current growth rate, the potential dismissal of USA, and the need that importers have for finding alternate supplying markets, we do strongly recommend to initiate scouting of potential importers in China, for the above four products.

- EAS can give advice and services to Estonian companies in this process.
- We suggest companies that are interested in exporting dairy products to China participating in some Food Exhibition in China in 2019.