

Research Report on China's Market of Demineralised Whey Powder's Application in Food Processing Industry



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Abstract

Whey powder is a high-quality protein ingredient with high solubility, favorable for the shape and form of products. When mixed with water, it will generate viscosity and emulsification in the product. In addition, its flexibility and frothiness is favorable for the favor of product. Whey powder products have been broadly applied in food processing industry due to its special characteristics, such as infant food, bakery products, beverages, frozen foods, candy, meat products, soup bases, etc. Demineralised whey powder uses dozens of dialysis membrane to reduce minerals and remove soluble minerals and wet. As a high-class whey powder product, demineralised whey powder is suitable for infant growth, especially D90 and D70, mainly utilising for the production of infant formula powder.

2000-2007, China's infant and young child formula milk powder market saw rapid growth. The market capacity had increased from 100,000 tons in 1999 to 495,000 tons in 2007, growing at an average annual rate of 22.96%. A further potential will be seen in the future in infant formula powder market and demand will be in a high level.

It is estimated that domestic market capacity for D70 and D90 were 40,000 tons and 17,000 tons in 2007, respectively. 2005~2007, domestic market capacity for D70 increased greatly, especially high-quality D90 with a surging growth. China imports of D70 and D90 are mainly applied in production of infant formula milk powder, and the key users are Sanlu, Yili, Synutra, Nestle, Dumex, MeadJohnson, Yashili, Wyeth, etc.

At present, China imports of D70 and D90 for the production of infant formula milk powder come mainly from France, Finland, Netherlands and other European countries, and also from US. But according to staff from import & export trading companies, some large dairy enterprises in China have less recognition of American products compared with European products.

Currently in China, well-known enterprises generally use D90 for the production of phase I, II and III formula milk powder. D70 is more frequently used among SME formula powder enterprises. Milk powder for different age groups differs only in terms of content but hardly in quality. D90 has more superior quality than D70. Phase III formula powder uses less desalinated whey powder than Phase II formula powder, whereas phase I formula powder uses most desalinated whey powder.

The future market has ever higher demands for the quality of infant and young child milk powder, leading to ever higher demands for the purity of desalinated whey powder. Renowned brands of infant and young child milk powder will use D90 to replace D70 completely. While numerous small and medium brands of milk powder will still use D70 in large quantities for the sake of cost control. In theory, in the years to come, China's infant and young child formula milk powder market will maintain a growth rate of 20% for the better quality D90. However, due to intensifying competition in China's infant and young child formula milk powder market, to alleviate cost pressure, the growth rate for D90 will be lower in reality. D70 is expected to grow at a moderate speed.

Currently, there is no such research report related to demineralised whey powder and its application in China, therefore, this report is valuable and meaningful at current stage. The research team with a vast experience serves government department, industry association, famous domestic and international

enterprises, dairy ingredient supplier, import trader. Through bilateral communication with clients, a reliable first-hand data is collected, which enhanced its authority and reliability. This report will be a great reference to extend your related business.

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