

- Total 1 last year: 23 billion yuan (€2.3 and 2 of 10% p.a.)
- Five companies have 57% of 3 (30% foreign companies, 27% national companies).
- Average 4 of ice-cream: 1 litre per capita (compared with 23 litres in USA)
- Largest national producer, Yili, says it plans to:
 - increase 5
 - reduce 6
 - tailor products to 7
- To capture market share, all companies have been involved in a 8
- Main products cost 1-2 yuan  **LIVEWORKSHEETS**

Chart 1
Ice-cream
companies:
Market share
in China
Total value:

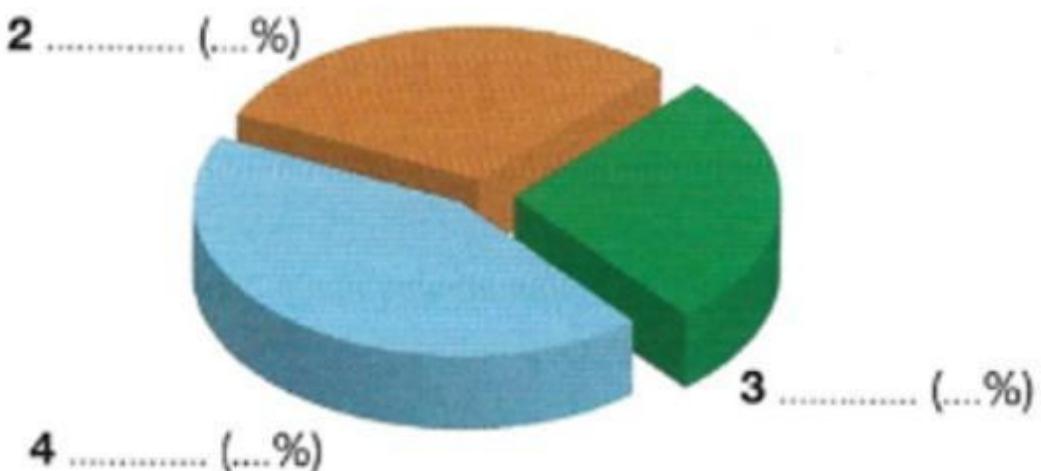


Chart 2 – China: 5

