

Snacks - China - April 2012

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"China's snacks market has grown strongly thanks to increased consumer spending power, busier lifestyles and increasingly varied leisure pursuits. Consumer interest in new products has fuelled a massive expansion in the number of companies and products involved in the market. But that growth has now created such a bewildering mass of products and brands that all of the products now struggle to stand out from the crowd. Consumers faced with a wall of products come to view all of the products as the same, leading to many sectors becoming viewed as just commodities."

– Matthew Crabbe – Asia-Pacific Research Director

In this report we answer the key questions:

- Who the key consumer groups for snacks are and how their differing lifestyles shape their demand for snacks?
- How the industry needs to face imminent and inevitable consolidation with creative branding and marketing to engage better with the key consumer groups.
- What the threat from snack food retail chains and modern grocery chain private label is doing to the competitive landscape in the snacks market.
- Whether the snacks industry is meeting the health demands of Chinese people in light of increased worries among consumers about food safety, obesity and nutrition
- Are manufacturers beginning to understand how premiumisation could raise their profile and appeal amongst consumers, and help them to survive the oncoming period of consolidation?

This market covers the roasted nuts and seeds, dried/preserved fruit and vegetables snacks, dried/preserved meat and seafood snacks, rice-based puffy snacks, potato-based puffy snacks and other puffy snacks sectors in the People's Republic of China.

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