

Biscuits, Cookies and Crackers - China - March 2014

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“Product innovation is key to business growth, since consumers are open towards different types of biscuits and are eager to try new products. Healthy and indulgent are the two key areas for product innovation as they are the main purchase drivers.”

– Laurel Gu, Senior Research Analyst

This report looks at the following areas:

- What is the current status of the biscuits, cookies and crackers market in China and what are the drivers of and barriers to growth?
- Who are the leading and upcoming companies in the market and what are their strengths and areas of opportunities?
- What are Chinese consumers' behaviours and attitudes in the biscuit market?
- Where are the key areas for business growth and how can manufacturers grab the opportunities presented by current market trends?
- What are the potential barriers for the future growth and how should manufacturers react to overcome these obstacles?

The biscuit market has been growing steadily over the past few years and this trend is expected to continue. Consumption is going to increase supported by the development of modern distribution channels together with the continuous urbanisation movement. Even faster value growth is foreseen, taking into consideration Chinese consumers' increased spending power and their continuous pursuit of higher-quality food.

Product innovation is key to business growth, since consumers are open towards different types of biscuits and are eager to try new products. Healthy and indulgent are the two key areas for product innovation as they are the main purchase drivers. Meanwhile manufacturers could also resort to new packaging (eg, gifting, family pack) and functionalities (eg, high satiety, health benefits) to tap into new usage occasions and purposes so as to boost consumption.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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