

## Salty Snacks - China - February 2016

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“Flavour is the most important point of attraction when people choose salty snacks. Manufacturers should invest in wider array of flavour horizons. Meanwhile, bold innovation in product format and packaging are also worth investing in developing, especially for the purpose of pitching young people and competing with imported snacks.”

– Karen Liu, Senior Research Analyst

This report looks at the following areas:

- Engaging with young consumers
- Domestic manufacturers should improve healthy perceptions and packaging design
- Driving online sales of salty snacks

Consumers' attitudes when choosing salty snacks are very much 'new-trumps-old', with new salty snacks being more attractive to them than those familiar ones. Flavour is the most important point of attraction. Mintel suggests that manufacturers keep investing in developing wider varieties of flavours.

Bold innovation on product format and packaging design helps to attract young consumers more effectively, since they are seeking more unique eating experiences.

Health benefits is the key driver that encourages consumers to eat more imported salty snacks. Domestic manufacturers need to work on improving the nutritional value of salty snacks to be able to compete with the imported ones. This can be done by adding healthier ingredients and removing unhealthy ones.

Online retailing is becoming an important venue to purchase salty snacks. Traditional brands of salty snacks could learn from the successful online snack food brands and adopt innovative strategies to reinvigorate various products.

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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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## The Market – What You Need to Know

- China salty snacks market sees a double-digit growth
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