

Consumer Snacking Trends - China - January 2017

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“Globally, meat-based snacks have moved into the spotlight in the last year. The category has been a part of traditional Chinese snacks for centuries but has rarely been positioned as a high-protein snack. Featuring its protein level and making them more convenient to eat could be opportunities to reposition the popular, yet less innovative, snack category.”

Ching Yang, Senior Research Analyst

This report looks at the following areas:

- The rise of protein-rich snacks
- Make snacks gourmet-like
- Increase consumption through a subscription service

What you need to know

Nuts and seeds is currently the largest snack category in China, thanks to its high nutritional value, good taste, and the convenience of eating. Traditional snack categories, such as sugar confectionery, ice cream and chips, are still popular but their market growth rate is slowing down. It is likely driven by the rising competition from various healthier snack innovations and consumers' rising awareness of fat, salt, and sugar.

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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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