

Frozen Ready Meals - China - July 2017

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“With needs for convenience and variety well catered for by food delivery services, and Chinese consumers becoming more nutritionally savvy and open to exploring product varieties, frozen ready meals are being consumed for different reasons and on new occasions.”

- Cici Wu, Food & Drink Analyst

This report looks at the following areas:

- How Western frozen ready meals can seize the day
- Frozen ready meals as a plus
- Good story telling has potential to warm up the frozen category

The frozen ready meals market in China is expected to keep growing as a result of new usage occasions and premiumisation due to demand for greater product variety and higher quality (eg nutritional values, safety standard). However, the waning capacity growth dividend and challenges posed by new retail are likely to drag growth down into the single digits.

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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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