

Consumer Snacking Trends - China - January 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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“Despite the increasing propensity to be health conscious among today’s consumers, as high as 80% of people still say snacking makes them happy rather than guilty. There is a true demand for real indulgence, especially as Mintel’s research reveals that snacking is playing a bigger role in helping people to enjoy a moment of happiness and to get away from their stressful lives.”

- Ruyi Xu, Director of Research, China

This report looks at the following areas:

- Flavour creates demand, even for not so good-for-you snacks
- How brands can give snacks a more artisanal look and feel?
- Which groups of consumers snack most and least?

In 2017, for every RMB 100 consumers spend on food, almost RMB 13 goes to snacking and this figure is expected to grow further in the upcoming years. Mintel’s research shows that snacking is becoming more important in helping people de-stress in China, which means more opportunities for indulgence snacks. Indeed, the popularity of salted egg yolk crisps and honey butter crisps has already highlighted the truth that the right product innovations can turn a seemingly less healthy and boring category into something trendy, cool and sought-after again.

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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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