

Festive Foods - China - April 2018

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“The essential of festive foods isn’t about putting the products in a festival-themed package, but the intrinsic connection with festivals. It is these connections that drive consumers’ consumption and gifting of festive foods during festivals.”

– Alice Li, Research Analyst

This report looks at the following areas:

Festive foods refer to food and drink being purchased (for self-use or for gifting) or consumed during festival seasons, including both Chinese festivals (eg Spring Festival) and non-traditional ones (eg Mother’s Day).

Besides traditional festive foods such as mooncake, Zongzi, rice dumplings etc, Chinese consumers have the tradition of buying confectionary foods for festival celebration (eg chocolate, nuts, cookies) and there is need for gifting involving some specific food categories (eg health supplements, dairy products).

Online shopping festivals (eg Double 11) are not included in the definition and are discussed in Mintel’s *Festival Shopping – China, January 2018 Report*.

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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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