

Nuts and Dried Fruits - China - July 2018

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“Nuts are welcomed by consumers because of their healthy and tasty image, however more diversified flavours of nuts are needed in the market. The dried fruits category is likely to benefit from freeze-drying technology, which adds a crispiness which is currently seen as premium. The future of nuts and dried fruits lies in making these categories both healthy and indulgent.”

– **Charlotte Liu, Research Analyst**

This report looks at the following areas:

- **Crispy dried vegetables and fruits have a brighter future than dried fruits**
- **The flavours of nuts can be more diversified**
- **Differentiated competitive strategies are vital to make players successful**

The nuts category is popular in the snack market of China at present, thanks to its healthy image and positioning as a tasty snack. The dried fruits category has grown at a double-digit rate from 2013-18 and will keep growing in the future. It is likely driven by consumers’ growing awareness of healthy snacking and the application of freeze-drying technology.

Looking ahead, the crispy dried vegetables and fruits category will become more popular than traditionally processed dried fruits. The category has already seen high penetration. The reasons for the popularity of the crispy dried vegetables and fruits category are largely attributable to the healthiness and indulgent crispy texture of it.

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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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