

## Frozen and Chilled Ready Meals - China - August 2018

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“Although the market prospects of ready meals have been questioned in recent years, especially given the competitive pressure from food delivery services and New Retail, Mintel believes the category still has strong potential. Indeed some leading players’ efforts with new product innovation are already paying off.”

– Ruyi Xu, Head of Reports, North Asia

This report looks at the following areas:

- Premiumisation opportunities inspired by UK prepared meals innovation
- How ready meal brands can tap into foodservice trends
- Ready meal brands have not really leveraged the comfort food positioning

China’s ready meals market is under competitive pressure from all fronts, including food delivery services and New Retail. However, the long-term prospects of the category are still positive, especially in the chilled prepared meals segment.

This Report discusses opportunities in growing the category by understanding consumption trends, good competitive strategies from leading players as well as the success of the UK and Japan ready meals markets, focusing on premiumisation, foodservice trends that can potentially inspire product innovation, as well as the positioning of comfort foods for ready meals in China.

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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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Strengthened growth thanks to premiumisation and active innovation  
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