

Western Style Cooking and Baking Habits - China - December 2018

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“With more exposure to foreign culinary cultures through outbound travel and social exchanges online, more and more Chinese consumers adopt Western style cooking and baking as a lifestyle choice. While at the same time, presupposition that it is complicated and requires additional appliances prevents many from putting their hands to it.”

- Cici Wu, Research Analyst

This report looks at the following areas:

- Become part of this lifestyle driven experimentation
- Extend taste acceptance with fusion style
- Seize marketing opportunity of Western festivals

Brands may offer support from a technical perspective such as providing more fusion options and recipes for novices. Moreover, fuelling their enthusiasm by offering more opportunities to communicate with likeminded consumers and celebrate their achievements is equally important, especially for those who have clear purposes of promoting interactions with kids or maintaining health.”

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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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