

# Nuts and Seeds – China – September 2019

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## This report looks at the following areas:

- Raise nuts and seeds' attractiveness among seniors
- Potential for BFY nuts and seeds
- Is brand differentiation workable?

The nuts category is the most popular category in the snack market of China at present, thanks to its healthy image and positioning as a tasty snack. Seeds, as a traditional Chinese snack category, enjoy a lower but stable growth. The nuts and seeds market is likely driven by consumers' growing awareness of healthy snacking and the increase of the middle-class as its main consumer group.

ChaCheer leads the market thanks to its dominating position in the seeds segment. Top players in the snacking category, including Three Squirrels, Be & Cheery and Bestore also perform well in this market. Product homogeneity is a major feature of the nuts and seeds market and finding a precise brand positioning is an essential strategy for the key players to consider.



"The slowing down of the nuts and seeds market should not be interpreted as saturation; instead, the opportunities for further stimulating growth lie in making nuts and seeds more compatible with other food and drink categories as ingredients and even bases. BFY nuts and seeds is another opportunity as they can meet the unmet needs of sophisticated consumers."

– Crystal A, Research Analyst, Food and Drink

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