

Plant-based Diet - China - March 2019

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“Consumers with growing health concerns are embracing the power of plants, and while they hold positive perceptions towards plant-based food and drink, they will lean towards diets that are curated to Chinese palates.”

– **Wenxin Xu, Senior Research Analyst**

This report looks at the following areas:

- **Prevention rather than cure might crack open the market**
- **Scientifically proven perks of plant-based diet could be alluring to males in their 40s**
- **The appeal of 'lightness' spikes but taste is non-negotiable**

The well-recognised health benefits of plant-based diets and increasing health awareness in China provide a bright future outlook for the plant-based food and drink category. However, a lag in product innovation has left a significant number of consumers unsatisfied, encouraging businesses to offer diverse product offerings with novel ingredients, less undesirable additives, and advanced processing techniques in established subcategories such as plant-based protein drinks. The tremendous market opportunities provide businesses sizable room to introduce global inspiration into the market.

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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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Market Drivers

Pursuit of healthy lifestyle drives consumers to alternative products

Demand for premiumised food and drink would boost market growth

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