

# Consumer Snacking Trends - China - January 2019

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## This report looks at the following areas:

- Make full use of the potential and possibility of convenience stores
- Tailor product features to satisfy post-00's demands for personality
- Motivate high earners with healthy meal-like snacks

Snack nuts has become the largest segment of the big snacking category since 2015, and it has also enjoyed the highest growth rate over 2013-18. Traditional snack categories, such as sugar confectionery, chips and ice cream, although regarded as less healthy, are still popular (especially among younger consumers and Mintropolitans) and see a recovery in terms of the growth rate of sales value. It is likely driven by consumers' indulgence needs and the premiumisation of these categories.



"As consumers today are concerned more on the freshness of snacks, 'short-shelf-life' snacks have entered the spotlight. Consumers who opt for this attribute are actually seeking 'all natural' products, as freshness usually means 'no preservatives'."

- Crystal A, Research Analyst,  
Food and Drink

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