

Attitudes towards Light Meals – China – March 2019

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This report looks at the following areas:

This will not only enhance light meals' health benefits but bring sufficient hunger filling function which will eliminate consumers' main purchase barrier – that it's easy to get hungry again after having a light meal.

- Running light meal businesses in potential tier two cities
- Need for filling and tasty sides brings opportunity for bakery houses
- Functional soft drinks encourage consumers to buy light meal sets



“The rise of light meals is the result of consumers' growing awareness of the importance of having a healthy diet. To attract more consumers, a light meal should contain nuts and seeds, fruit and coarse grains at the same time, and be paired with nutritious and functional soft drinks, such as yogurt, fresh juice and probiotic drinks.”

– Belle Wang, Associate Analyst, Food and Drink

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