

Gifting Foods - China - August 2019

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This report looks at the following areas:

- Foodservice businesses offer gifting packs with semi-finished products
- Develop gifting food/drink varieties for seniors
- Nutritious food surpasses traditional food in gifting occasions

Mintel's research shows that traditional festivals are still the main gifting occasions, especially Chinese New Year (CNY). During CNY, half of respondents have bought more premium fruits for this CNY than the last one. Along with fruit, milk is the most popular gifting product, and it ranks joint top in terms of popularity for different gifting occasions. In order to make gifting dairy more attractive, brands could make the packaging easier to carry and add images of popular icons at the same time, because popular intellectual properties can attract the attention of a greater proportion of buyers and is most attractive for MinTs. Furthermore, future opportunity in gifting food lies in tier three cities; brands could focus on easing lower tier city residents' struggle when choosing gifts by changing their habit of getting inspiration from offline to online channels.



"Premium fruit, nuts, and dairy drinks have gained popularity in the gifting food/drink industry. There are fewer buyers choosing nuts and yogurt as gifts compared to fruit and milk. One way of increasing purchase is offering bundle deals of nuts and yogurt. In addition, nuts businesses could target niche markets, such as fitness supplements and diet replacement."

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