

Plant-based Food - China - 2021

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This report looks at the following areas:

- Factors that drive the emerging plant-based meat market
- Key players in the plant-based meat market and their marketing strategies
- Plant-based meat product innovation inspiration
- Consumers' consumption and perception of food and ingredients
- Consumers' interest in plant-based meat and ingredients
- Consumers' attitudes towards plant-based meat

The plant-based food market in China is taking off as an increasing number of consumers become more aware of the importance of protein intake, especially when more than ever are pursuing a light diet (ie low fat and cholesterol). Moreover, COVID-19 has seen more consumers paying attention to food safety and the immune system, leading to more potential consumers of plant-based meats which are rich in good quality protein.

Although the interest in trying different dishes and ingredients made with plant-based meat products is relatively high, consumers show limited familiarity with plant-based meat, especially when differentiating plant-based meat products with meat, soy, legumes and vegetables. This is presumably owing to the influence of traditional Chinese-style soy meat products.

With direct and continuous marketing education and communication, as well as product innovation in the market (eg plant-based meat in dish format), the market is expected to continue growing. Brands should primarily focus on early adopters who recognise the nutritional benefit of plant-based meat, and attract followers who prefer actual meat but are also willing to try because of marketing hype and product flavour.



"The plant-based meat market is growing, driven by consumers' increasing awareness of and needs for a healthy diet. Although limited familiarity and previous perceptions of traditional soy meat may hinder consumers' interest in trying, continuous marketing education and product innovation are expected to support future market growth."

- Laurel Gu, Category Director

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- **Traditional soy meat products colour consumers’ perception of plant-based food**

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