

Breakfast Foods – China – May 2021

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This report looks at the following areas:

- What is the market landscape of the market, how is it influenced by COVID, and what does the future competition look like?
- What competitive strategies and new products trends needs can inspire future business?
- How has the consumption habit changed in the post-COVID time?
- How are the needs of breakfast on working days different from day-off?
- What attributes are consumers associating with a healthy breakfast?

69% of respondents have breakfast at home more often to pursue balanced nutrition and freshness, though one year after the outbreak.

Although COVID-19 hit the breakfast market in 2020, it still grew at a 1.2% growth rate, with the in-home market enjoying the highest growth rate over the past five years, seeing more at-home breakfast occasions. Out-of-home has a big retracement due to losses from foodservice and small business, but it will recover soon as consumers' willingness to pay more for eating out picks up. Overall, the breakfast market is dynamic and expects to recover to previous growth soon.

The biggest breakfast market challenge still lies in COVID-related public news. When there was big news concerning the epidemic, consumers' willingness to dining-out dropped considerably. It is believed that the fluctuation will be less sensitive as the vaccination programme rolls out in the future. Though hit by COVID-19, the market benefits largely in the in-home sector. More at-home breakfast occasions also accelerate innovations in healthier, quicker and smaller size directions to fit modern city life. Based on balanced nutrition and freshness, upgraded RTE breakfast products will be on-trend in the near future.



“COVID has hit the breakfast market mostly on out-of-home occasions, but grown in-home consumptions that breed consumers seeking for balanced nutrition and fresh ingredients. The new consumer aspiration of regional taste also puts pressure on product innovation for the out-of-home sector.”

– Pepper Peng, Research Analyst

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