

## Festive Foods - China - January 2015

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“Value for money products will prevail in the festive food market in the future. However, this does not mean that products should be simple and dull with a cheap image. Manufacturers have various ways to provide more value for consumers.”

Linda Li, Senior Research Analyst

This report looks at the following areas:

- Provide more value to consumers through packaging
- There are opportunities in imported fruit as festive gifts
- Create more intensive means of delivering personal messages while gifting
- Value for money products will prevail in the festive food market in the future

As a country rich in food culture, traditional Chinese festive food plays a very important role in festivals, especially in this era when other ritual activities associated with celebrating festivals are fading out.

Besides traditional festive food such as mooncake, zongzi, yuanxiao, etc., Chinese consumers show interest in new categories of festive food products, such as chocolate, nuts, fruits, etc., which provides opportunities for non-traditional food makers to get a share of the festive market.

There is high demand for both self-consumption and gifting. Since gifting is critical to relationship bonding in Chinese culture, businesses need to be attentive to people's various considerations when deciding which food to choose, in terms of the festive occasion, recipient, features of the gifting food itself, etc.

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