

Salty Snacks - China - February 2015

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“Are consumers willing to compromise health for taste? - No. But do they still buy ‘unhealthy’ snacks to eat? – Yes.

Brands could make more effort to market the health-related features to reassure consumers and stand out from the competition.”

Hao Qiu, Research Analyst

This report looks at the following areas:

- Are consumers willing to compromise healthiness for taste?
- How to target high spending consumers?
- How to motivate the budget-constrained young females?

After several years of double-digit annual growth, China's salty snacks market had a slower volume growth of 8.6% in 2014. The market is estimated to reach 2,304,000 tonnes in volume terms and RMB 243 billion in value terms in 2014. Although the growth of the salty snacks category slowed down from 2012, it still performed well over the last five years compared to other major snack categories such as biscuits, ice cream, sugar confectionery and chocolate.

The market is established and it has become very difficult for brands to come up with breakthrough ideas to amaze today's consumers. Consumers are faced with a great variety of snack foods, indicating a more important role of marketing to help brands stand out in the competition. Highlighting the health-related features is a way to differentiate. Moreover, women in their 30s turn out to be the most generous and lucrative salty snack buyers and brands could primarily target this group through various innovations on packaging and marketing campaigns.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definition
Methodology
Abbreviations

Executive Summary

The Market

Market Size and Forecast

Figure 1: Retail volume sales of salty snacks, China, 2009-19
Figure 2: Retail value sales of salty snacks, China, 2009-19

Market segmentation

Figure 3: Retail volume and value share breakdown of salty snacks, by segment, China, 2014

Companies and brands

Figure 4: Share of value in China's snacks retail market, by company, 2012-14

The Consumer

Change of consumption frequency of different snacks

Figure 5: Change of consumption frequency of different snacks, October 2014

Spending on salty snacks

Figure 6: Average monthly spending on salty snacks, October 2014

Purchase channels of salty snacks

Figure 7: Purchase channels of salty snacks, October 2014

Influence factors when trying a new salty snack

Figure 8: Influence factors to try a new salty snack, October 2014

Consumers' understanding of healthy salty snacks

Figure 9: Consumers' understanding of healthy salty snacks, October 2014

Consumer buying and consumption behaviours of and attitudes towards salty snacks

Figure 10: Consumer behaviour of and attitudes towards salty snacks, October 2014

Key Issues

Are consumers willing to compromise healthiness for taste?
How to target high spending consumers?
How to motivate budget-constrained young females?
What we think

Issues and Insights

Are consumers willing to compromise healthiness for taste?
The facts
The implications
How to target high spending consumers?

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Report Price: £2463.80 | \$3990.00 | €3129.79

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The facts

The implications

Figure 11: Innovative packaging design examples to target high spending consumers, Russia and UK, 2013 & 2014

Figure 12: Purchase channel of salty snacks, by spending group, October 2014

How to motivate the budget-constrained young females?

The facts

The implications

Trend Application

Sense of Intense

Help Me Help Myself

The Big Issue

Market Size and Forecast

Key points

China's salty snacks market volume growth slowed down from 2013

Figure 13: Retail volume sales of snacks, China, 2009-14

A sharp increase in average price from 2012-14...

Figure 14: Average retailing price of salty snacks, China, 2009-14

...but the growth slowdown is felt by all snack categories

Figure 15: Retail market volume growth, by snack category, China, 2010-14

Figure 16: Retail market value growth, by snack category, China, 2010-14

Figure 17: Value and volume CAGR of major snack categories, China, 2010-14

Salty snacks market will grow at single-digit rates in next five years

Figure 18: Retail volume sales of salty snacks, China, 2009-19

Figure 19: Retail value sales of salty snacks, China, 2009-19

Key market driver analysis

The market will benefit from the rising disposable income of Chinese consumers

Figure 20: Proportion of consumers who claim to be eating more salty snacks compared to six months ago, by monthly household income, October 2014

Consumers trading up to eat more healthy salty snacks

Figure 21: Retail market volume growth rate, by segment, China, 2009-14

The rising of online retailing enables smaller brands to reach more consumers in lower tier cities

Forecast methodology

Market Segmentation

Key points

Nuts consumption growth reveals the healthy snacking trend

Figure 22: Retail volume sales of salty snacks, by segment, 2014-19

Opportunities exist for brands to premiumise their offerings

Figure 23: Average retailing price of salty snacks, China, 2014

Figure 24: Retail volume sales of salty snacks, by segment, 2009-14

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Figure 25: Retail volume and value share breakdown of salty snacks, by segment, China, 2014

Market Share

Key points

China's salty snacks market is quite fragmented

Figure 26: Share of value in China's salty snacks retail market, by company, 2012-14

Figure 27: Share of volume in China's salty snacks retail market, by company, 2012-14

Domestic player, Qiaqia, took the leading position

Nuts brands took share from crisps brands, revealing a healthy trend

Opportunity for small players even in a slightly more consolidated market

Who's Innovating?

Key points

Plain flavour dominates nuts category with various new flavours coming out

Figure 28: Share of top flavours in nuts category in new product launches, China, 2012-14

Figure 29: Examples of nuts flavour innovation, China, 2014

Cashew nuts and pecan nuts enjoy a rising momentum

Figure 30: Share of top ingredients in nuts category in new product launches, China, 2012-14

Plain and tomato flavours continue to lead in crisp flavours

Figure 31: Share of top flavours in potato crisps category in new product launches, China, 2012-14

Cuisine-inspired flavours were brought into crisps

Figure 32: Examples of crisps flavour innovation, China, 2014

Qiaqia launched Zhuang Guo Ren nuts series to target young consumers

Qiaqia launched "The Biggest Seeds Pack in History" campaign for the upcoming Spring Festival

Orion markets wave-shaped potato chips

Indonesian brand Maxi launched original cassava crisps in China

Figure 33: Example of cassava crackers, China, 2014

Figure 34: Proportion of snacks using cassava as ingredient vs total snacks, by country, 2012-14

Opportunities exist for assorted snack packs

Figure 35: Examples of nuts and crisps in assorted packs, mainland China, Hong Kong and Mexico, 2014

Companies & Brands

Qiaqia Food

Competitive advantage

Latest development

PepsiCo

Latest development

Orion

Latest development

Huang Fei Hong

Competitive advantage

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Shanghai Laiyifen Food
Latest development
Hangzhou Yaotaitai Foods

The Consumer – Change of Consumption Frequency of Different Snacks

Key points

Nuts consumption grows fastest thanks to its health image

Figure 36: Change of consumption frequency of different snacks, October 2014

Figure 37: Net change of consumption frequency of different snacks, October 2014

Women's tendency to snack more suggests unisex branding could be changed

Figure 38: Proportion of consumers who claim to be eating more salty snacks compared to six months ago, by gender, October 2014

Figure 39: Examples of salty snacks targeting women and with a slimming claim, Australia, Germany and China, 2014

Greater growth potential comes from the group below 40

Figure 40: Proportion of consumers who claim to be eating more salty snacks compared to six months ago, by age, October 2014

Income still drives indulgent salty snack consumption

Figure 41: Proportion of consumers who claim to be eating more salty snacks compared to six months ago, by monthly household income, October 2014

Figure 42: proportion of consumers who claim to be eating more salty snacks compared to six months ago, by monthly household income, October 2014

The Consumer – Spending on Salty Snacks

Key points

Classification of consumer groups based on average spending

Figure 43: Average monthly spending on salty snacks, October 2014

High spending group is skewed towards 30-39-year-old females

Figure 44: Average monthly spending on salty snacks, by gender and age, October 2014

Figure 45: Proportion of consumers who claim to be eating more nuts compared to six months ago, by gender and age, October 2014

High spending group eats more of all types of salty snacks

Figure 46: Proportion of consumers who claim to be eating more salty snacks compared to six months ago, by average monthly spending on salty snacks, October 2014

Men in their 30s and women in their 40s are more likely to fall into mid-spending group

Figure 47: Average monthly spending on salty snacks, by marital status and presence of children in the household, October 2014

Opportunity exists to entice low spending young female consumers

Consumers in Chengdu spend more on salty snacks than other cities

The Consumer – Purchase Channels of Salty Snacks

Key points

Hypermarkets and supermarkets still play a dominant role...

Figure 48: Purchase channels of salty snacks, October 2014

... but the online channel is quickly catching up

Figure 49: Purchase channels of salty snacks, by defined respondent groups, October 2014

More young consumers buy on the go

Figure 50: Proportion of consumers who have bought salty snacks from convenience stores and independent grocery stores in the last six months, by age, October 2014

More young consumers buy in snack and grocery stores for variety

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Figure 51: Proportion of consumers who have bought salty snacks from snack stores and independent grocery stores in the last six months, by age, October 2014

Convenience stores are more popular in the south and southwest regions

Figure 52: Proportion of consumers who have bought salty snacks from convenience stores in the last six months, by city, October 2014

The Consumer – Influence Factors to Try a New Salty Snack

Key points

Word of mouth, product trial and promotions are most influential factors

Figure 53: Influence factors to try a new salty snack, October 2014

High spending group tends to be more engaged with brand

Figure 54: Influence factors to try a new salty snack, by average monthly spending, October 2014

Low spending group tries new salty snacks mostly out of curiosity

Consumers in Chengdu, Kunming and Foshan are more likely to respond to advertising

Innovative packaging appeals more to consumers in Chengdu, Changzhou, Foshan and Kunming

Product trial is more influential to consumers working in non-state-owned business

The Consumer – Consumers' Understanding of Healthy Salty Snacks

Key points

Most attention on food processing

Figure 55: Consumers' understanding of healthy salty snacks, October 2014

Assurance of high quality ingredients is also crucial

Gaps for brands to fulfil on product dimension

Figure 56: Gaps between product claims and consumer perceptions, salty snacks in China, 2014

Figure 57: Proportion of new salty snacks launched with health claims, by country, 2014

Figure 58: Examples of premium salty snacks marketing healthiness features via packaging, USA and Spain, 2015.

High spending consumers look for extras

Figure 59: Selected consumers' understanding of healthy salty snacks, by average monthly spending on salty snacks, October 2014

Figure 60: Examples of crisps with organic and natural claims, US and UK, 2013-14

The Consumer – Consumer Buying and Consumption Behaviours of and Attitudes towards Salty Snacks

Key points

Mix and match incentives and variety packs to capture consumers in their 20s and 30s

Figure 61: Consumer buying and consumption behaviours of salty snacks, October 2014

Imported snacks take a rising momentum

Use scent to engage with consumers

Figure 62: Consumer attitudes towards salty snacks, October 2014

Figure 63: Examples of food products using scent engagement, France, US and Japan, 2009 and 2012

Add fun elements into salty snacks to better engage with young consumers

Figure 64: Agreement on "I eat snacks to pass time rather than to satisfy hunger in most cases", by age and gender, October 2014

Exploit the health perception of salty snacks

Figure 65: Selected consumer attitudes towards salty snacks and nuts, by age, October 2014

Develop high quality nuts to tap into light breakfasts or side dishes for alcohol drinking occasions

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Figure 66: Consumer attitudes towards salty snacks, by average monthly spending on salty snacks, October 2014

Appendix – Market Size and Forecast

Figure 67: Retail value sales of salty snacks market, China, 2009-19

Figure 68: Retail volume sales of salty snacks market, China, 2009-19

Appendix – Market Segmentation

Figure 69: Retail value size of nuts segment, China, 2009-19

Figure 70: Retail volume size of nuts segment, China, 2009-19

Figure 71: Retail value size of seeds segment, China, 2009-19

Figure 72: Retail volume size of seeds segment, China, 2009-19

Figure 73: Retail value size of crisps segment, China, 2009-19

Figure 74: Retail volume size of crisps segment, China, 2009-19

Figure 75: Retail value size of other salty snacks segment, China, 2009-19

Figure 76: Retail volume size of other salty snacks segment, China, 2009-19

Appendix – The Consumer – Change of Consumption Frequency of Different Snacks

Figure 77: Change of consumption frequency of different snacks, October 2014

Figure 78: Change of consumption frequency of different snacks – Nuts, by demographics, October 2014

Figure 79: Change of consumption frequency of different snacks – Seeds, by demographics, October 2014

Figure 80: Change of consumption frequency of different snacks – Potato chips, by demographics, October 2014

Figure 81: Change of consumption frequency of different snacks – Vegetable crisps, by demographics, October 2014

Figure 82: Change of consumption frequency of different snacks – Popcorn, by demographics, October 2014

Figure 83: Change of consumption frequency of different snacks – Meat/seafood snacks, by demographics, October 2014

Figure 84: Change of consumption frequency of different snacks – Snacks made of poultry, by demographics, October 2014

Figure 85: Change of consumption frequency of different snacks – Biscuits, cookies and crackers, by demographics, October 2014

Figure 86: Change of consumption frequency of different snacks – Chocolate confectionery, by demographics, October 2014

Appendix – The Consumer - Spending on Salty Snacks

Figure 87: Average monthly spending on salty snacks, October 2014

Figure 88: Most popular average monthly spending on salty snacks, by demographics, October 2014

Figure 89: Next most popular average monthly spending on salty snacks, by demographics, October 2014

Figure 90: Other average monthly spending on salty snacks, by demographics, October 2014

Appendix – The Consumer - Purchase Channels of Salty Snacks

Figure 91: Purchase channels of salty snacks, October 2014

Figure 92: Purchase channels of salty snacks – Off trade, by demographics, October 2014

Figure 92: Purchase channels of salty snacks – Off trade, by demographics, October 2014 (continued)

Figure 93: Purchase channels of salty snacks – On-trade, by demographics, October 2014

Appendix – The Consumer – Influence Factors to Try a New Salty Snack

Figure 94: Influence factors to try a new salty snack, October 2014

Figure 95: Most popular influence factors to try a new salty snack, by demographics, October 2014

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Figure 96: Next most popular influence factors to try a new salty snack, by demographics, October 2014

Appendix – The Consumer – Consumers' Understanding of Healthy Salty Snacks

Figure 97: Consumers' understanding of healthy salty snacks, October 2014

Figure 98: Consumers' understanding of healthy salty snacks – Ingredients, by demographics, October 2014

Figure 99: Consumers' understanding of healthy salty snacks – Processing, by demographics, October 2014

Figure 100: Consumers' understanding of healthy salty snacks – Products, by demographics, October 2014

Appendix – The Consumer – Consumer Behaviour of and Attitudes towards Salty Snacks

Figure 101: Consumer behaviour of and attitudes towards salty snacks, October 2014

Figure 102: Consumer behaviour of and attitudes towards salty snacks – Consumer behaviour, by demographics, October 2014

Figure 103: Consumer behaviour of and attitudes towards salty snacks – Attitudes towards salty snacks, by demographics, October 2014

Figure 104: Consumer behaviour of and attitudes towards salty snacks – Attitudes towards nuts^, by demographics, October 2014

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