

Biscuits, Cookies and Crackers - China - March 2015

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“The biscuit market is becoming more fragmented leaving room for new entrants and small brands to make a difference. Brands could leverage the growing consumers’ healthy snacking trend and apply the food therapy concept into its biscuit innovations. It is vital for brands to accentuate the naturalness feature to deliver the safety and quality proposition of its biscuits.”
– Hao Qiu, Research Analyst

This report looks at the following areas:

- Do men have a sweeter tooth than women?
- How to use savoury biscuits to increase usage at on-the-go occasions?
- Is biscuit with food therapy concept a trend to sustain or a fad?

China’s biscuit market is relatively well established. The biscuit market faces strong competition from other snack categories such as salty snacks, chocolate and sugar and gum confectioneries. Growth opportunities come from increasing biscuit usage at less common occasions and encouraging consumers to trade up.

Chinese consumers are becoming more demanding and it is no longer easy for any brand to remain attractive to every consumer in the market. Rather than trying to please the general public, brands should target specific consumer groups in their product design and marketing communications to create standout and appeal to certain groups.

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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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How to use savoury biscuits to increase usage at on-the-go occasions?
Is biscuit with food therapy concept a trend to sustain or a fad?
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