

Sauces and Seasonings - China - December 2015

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"Niche segments of the sauces and seasonings market in China have potential to grow vigorously in the future. Foreign sauces need to better adapt to Chinese dietary habits. Brands can provide culinary assistance and utilize social media to better engage with young people. Packaging innovation remains a white space."
— Karen Liu, Senior Research Analyst

This report looks at the following areas:

- Foreign sauces adapt to Chinese dietary habits
- Engaging young amateur cooks
- Scope for packaging innovations

Niche segments, especially foreign sauces, have potential to grow vigorously in the future. Companies need to adapt to Chinese consumers' typical diets, through either product innovation or by educating consumers, to gain share.

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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

Overview

What you need to know

Products covered in this report

Figure 1: Definition of low/mid/high MHI groups, by city tier

Executive Summary

The market

Figure 2: Retail value of sauces market in China, 2010-20

Figure 3: Retail value of chicken granules market in China, 2010-20

Companies and brands

Figure 4: Retail market share of sauces and seasonings in China, by value, 2013 and 2014

The consumer

Older consumers cook more regularly, while young people see cooking as a hobby and need assistance

Figure 5: Cooking frequency in last six months, by age group, August 2015

Steamed dishes favoured in Guangzhou and Shanghai, while grilled food is popular in Beijing

Figure 6: Consumers who have steamed and grilled food in the last six month, by city, August 2015

Hypermarkets saw a big drop, while online purchase increased a little

Figure 7: Purchase channel of sauces and seasonings, 2015 vs 2013

Consumers are more open to foreign sauces, especially in tier one cities

Figure 8: Dropout rate (% of have bought but will not buy again account for total who has bought) of selected sauces, 2015 vs 2014

Top players have gained strong loyalty, have strength in specific regions

Figure 9: Consumers who claim to have bought and will rebuy the brands, by region, August 2015

Safety remains the key purchase consideration factor

Figure 10: Important factors in buying sauces and seasonings, August 2015

Young people see cooking as a hobby rather than a chore, and are looking for assistance

Figure 11: Purchase behaviour of and attitudes towards sauces and seasonings, August 2015

Consumers look for smaller packages

Figure 12: Purchase behaviour of and attitudes towards sauces and seasonings, August 2015 (continued)

What we think

Issues and Insights

Foreign sauces adapt to Chinese dietary habits

The facts

The implications

Engaging young amateur cooks

The facts

The implications

Figure 13: Examples of Kraft "Recipe Makers", US, 2013

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Scope for packaging innovations

The facts

The implications

Figure 14: Example of Bertolli 100% Extra Virgin Olive Oil, Canada, 2014

Figure 15: Examples of gifting packs of sauces and seasonings, China and global, 2012-14

The Market – What You Need to Know

Sauces/seasonings market sees steady double-digital growth

Basic sauces seek opportunity from premiumisation

Smaller foreign sauce segments have potential to grow further

Market Size and Forecast

Sauces market grows steadily

Figure 16: Retail market size of sauces in China, 2010-15

Chicken granules enjoy rapid growth

Figure 17: Retail market size of chicken granules in China, 2010-15

Sauces and seasonings market enjoys steady growth

Figure 18: Retail value of sauces market in China, 2010-20

Figure 19: Retail value of chicken granules market in China, 2010-20

Market Factors

Smaller, niche segments drive market growth

Figure 20: Year-on-year growth rate of soy sauce and vinegar, by value, China, 2010-15

Opportunities to trade up

Busier modern lifestyles may hinder retail growth

Market Segmentation – Sauces

The retail sauces market is dominated by soy sauce and vinegar

Figure 21: Sales of retail sauces market in China, by segment, by value and volume, 2010-15

Foreign sauces are becoming popular

Figure 22: Retail value of foreign sauces market in China, 2010-20

Key Players – What You Need to Know

Opportunities exist in the niche market, although key players strengthened their leading positions

Key players adopt different business strategy to grab share

The market has room for innovation

Market Share

A fragmented market dominated by soy sauces companies

Figure 23: Retail market share of sauces and seasonings in China, by value, 2013 and 2014

Haitian and Laoganma further strengthened their leading positions

Foreign sauces stay niche

Competitive Strategies

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Haitian targets young and continues category expansion
Foshan Haitian Flavouring Food Co., Ltd.
Laoganma believes the best products sell themselves
Guiyang Southern Ming Laoganma Style Food Co., Ltd.
Nestlé S.A. is the biggest flavour enhancer manufacturer in China
Nestlé S.A.
Kewpie's localisation leads to success in China

Who's Innovating?

"GMO-free" is an increasing claim
Figure 24: Top claims in new sauces and seasonings products launched in China, 2012-15 (November)

Room for launching more products with "minus" claims
Figure 25: new sauces and seasonings products with "minus" claim, China, 2012-15 (November)
Figure 26: Examples of new sauces and seasonings products with "minus" claim, China

Traditional processing technique becomes a selling point
Figure 27: Examples of new sauces and seasonings products using traditional brewing technology, China

The market looks for single-serve packaging
Figure 28: Examples of new sauces and seasonings products with single-serve packaging, global

Table sauces see opportunity to offer novel texture and mouth-feel
Figure 29: Examples of new sauces and seasonings products highlighting "crispy, crunchy and chunky textures" claims, global

The Consumer – What You Need to Know

Older consumers cook more regularly, while young people see cooking as a hobby and need assistance
Foreign sauces/seasonings gain interest
Safety is still the key purchase consideration factor

Cooking Habits

40-49-year-olds and high-income families cook more regularly at home
Figure 30: Cooking frequency in last six months, August 2015

Braising and steaming are popular in-home cooking methods
Figure 31: Cooking methods used in last six months, August 2015

Wealthy people use Western cooking methods
Guangzhou and Shanghai are in favour of steamed dishes, while Beijing likes grilled food
Figure 32: Cooking methods used in last six months, by region, August 2015
Figure 33: Consumers who have steamed and grilled food in the last six month, by city, August 2015

Purchase Channels

Hypermarkets see a big drop
Figure 34: Purchase channel of sauces and seasonings, 2015 vs 2013
Figure 35: Chocolate Great Wall in M&M's World, Shanghai and Orlando

Food stores are gaining popularity
Online purchase increased but only a little

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Figure 36: Consumers who have bought sauces and seasonings online in the last six months, by city, August 2015

Interest in Selected Sauces and Seasonings

Salad dressing is the most popular foreign sauce

Figure 37: Interest in selected sauces and seasonings, August 2015

Figure 38: Interest in selected sauces, 2015 vs 2014

Consumers are more open to foreign sauces

Figure 39: Dropout rate (% of have bought but will not buy again account for total who has bought) of selected sauces, 2015 vs 2014

Stronger interest in exploring foreign sauces in tier one cities

Usage of Selected Brands

Top players have gained strong loyalty

Figure 40: Usage of selected brands, August 2015

Haitian has national popularity while others do well in specific regions

Figure 41: Have bought and will rebuy selected brands, by region, August 2015

Brand name matters

Laoganma and Totole lead their own categories

Important Factors in Buying Sauces and Seasonings

Safety is key

Figure 42: Important factors in buying sauces and seasonings, August 2015

"GMO-free" and "organic" claims demonstrate ingredient quality

Consumers aged 30 and above look for "minus claims"

"Fortified protein" and "suitable for vegetarian" stay niche

Purchase Behaviour of and Attitudes towards Sauces and Seasonings

Young people see cooking as a hobby rather than a chore

Figure 43: Purchase behaviour of and attitudes towards sauces and seasonings, August 2015

Consumers look for smaller packages

Figure 44: Purchase behaviour of and attitudes towards sauces and seasonings, August 2015 (continued)

Artisan opens new landscape for sauces/seasonings

Figure 45: Purchase behaviour of and attitudes towards sauces and seasonings, August 2015 (continued)

Young people need assistance when cooking

Figure 46: Purchase behaviour of and attitudes towards sauces and seasonings, August 2015 (continued)

Specialised sauces/seasonings attracts households with children

Figure 47: Purchase behaviour of and attitudes towards sauces and seasonings, August 2015 (continued)

Meet the Mintropolitans

Mintropolitans cook less often but use more cooking methods

Figure 48: Cooking frequency in last six months, by consumer classification, August 2015

Mintropolitans are open to using exotic sauces/seasonings

Figure 49: Have bought and will rebuy selected sauces and seasonings, by consumer classification, August 2015

Specialised sauces/seasonings are yet to take off

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Figure 50: Attitudes towards specialised sauces and seasonings, by consumer classification, August 2015

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Mintropolitans

Why Mintropolitans?

Who are they?

Figure 51: Demographic profile of Mintropolitans vs non-Mintropolitans, by gender, age and personal income

Figure 52: Demographic profile of Mintropolitans vs Non-Mintropolitans, by marital status, city tier and education level

Abbreviations

Appendix – Market Size and Forecast

Figure 53: Retail value sales of Chinese traditional sauces, by segment, 2010-20

Figure 54: Retail value sales of foreign sauces, by segment, 2010-20

Figure 55: Retail value sales of chicken granule, 2010-20

Appendix – Market Segmentation

Figure 56: Retail value sales of soy sauce, China, 2010-20

Figure 57: Retail value sales of vinegar, China, 2010-20

Figure 58: Retail value sales of oyster sauce, China, 2010-20

Figure 59: Retail value sales of chilli sauce, China, 2010-20

Figure 60: Retail value sales of other traditional sauce, China, 2010-20

Figure 61: Retail value sales of total foreign sauces, China, 2010-20*

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