

## Breakfast Foods - China - July 2016

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“Chinese consumers have developed hierarchical needs for breakfast. Besides the basic needs for satiety and nutrition, people are willing to trade up to products and services that can help them save time and add convenience to the eating process. Meanwhile they have started looking for super ingredients with energy-boosting functions.”  
 – Laurel Gu, Director of Research: Food & Drink, Lifestyle

This report looks at the following areas:

- Opportunity for promoting cereal products on breakfast menus
- Opportunity for marketing energy ingredients in breakfast foods
- Fun and entertaining breakfasts during weekends

China's breakfast market is worth over RMB1.3 trillion in 2015, and is expected to continue with steady growth over the next five years. Besides the basic food safety, satiety and nutritional needs, Chinese consumers are now paying more attention to convenience of preparation and eating, extra functional benefits as well as the in-store dining atmosphere.

Meanwhile the competition is also fierce across sectors. Those who are able to quickly adapt to consumers' evolving breakfast preferences and cater to their emerging needs will be future winners.

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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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