

## Breakfast Foods - China - May 2017

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“Consumers are shifting to out-of-home breakfast venues, especially convenience stores, which offer convenience, value for money and a variety of choices. At the same time, consumers are sticking to Chinese foods at breakfast, and international players should consider adding Chinese ingredients or flavours into trendy Western breakfast foods to boost their appeal.”

**Summer Chen, Research Analyst**

This report looks at the following areas:

- Fusing Western and Chinese breakfasts
- Daily specials worth exploring during breakfast
- Opportunity for vitamin claims when highlighting nutritional value

### Covered in this Report

The report looks into Chinese consumers' breakfast habits and spending, both in and out of home.

#### In home:

includes everything people eat for breakfast at home – without the need to either go out of home or order food delivery. In-home breakfast occasions cover cooking from scratch, eating prepared meals, and packaged foods and beverages.

#### Out of home:

includes everything people buy out of home or from delivery. Out-of-home breakfast occasions cover buying from retailers (e.g. convenience stores, supermarkets etc), food service operators (e.g. fast food, coffee houses, bakery stores etc), independent food stores, kiosks, and food stalls. Spending on food delivery is also included.

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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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Fast food chains launch full meals and localised foods

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