

Biscuits, Crackers and Cookies - China - February 2019

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This report looks at the following areas:

- Indulgence and health could go hand in hand
- Biscuits with multiple textures for more occasions
- Savoury biscuits for before-meal snacks

Product innovation and premiumisation has helped the biscuits market to recover in terms of both retail value and retail volume. Meanwhile, consumers' craving for indulgence and interest in formulation innovations will continue to drive growth. There is the opportunity to enhance the indulgence and mood comforting roles of sweet biscuits with crispy or smooth textures, while savoury biscuits enjoy a healthy image and there are opportunities for them to accompany meals.

Looking ahead, as consumers today are willing to pay more for the healthiness and freshness of biscuits, freshly baked and short-shelf-life biscuits with ingredients that are good for health or have special functions could become premiumisation options.



"Even though consumers are still craving indulgence, traditional biscuits can no longer meet the needs of new generations of consumers. In a highly competitive market with high product homogeneity, biscuits producers that can provide innovative formulations while considering biscuits' healthiness and freshness could satisfy consumer needs."

– Bella Li, Research Analyst

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