

Ready Meals - China - July 2019

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“Consumers evaluate the healthiness of ready meals based more on intrinsic factors, such as nutrition and ingredients; they also pay attention to labels. Upgrading products leveraging these elements is a current trend.”

– Belle Wang, Associate Research Analyst

This report looks at the following areas:

Meanwhile, consumers are also paying attention to short shelf life, so chilled ready meals may have a better chance in the future, especially given the growth of Fresh apps, C-stores and community stores.

- Develop premium frozen ready meals for breakfast occasion
- Enhance the performance of chilled ready meals in the lunch occasion
- Freeze-dried products provide convenience with maximum level of nutrition

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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

Covered in this report

Executive Summary

The market

A steady growth in ready meal market

Figure 1: Best- and worst-case forecast for sales value of ready meal market, China, 2014-24

Volume growth in the chilled faster than in the frozen ready meal market

Figure 2: Best- and worst-case forecast for sales volume of ready meal market, China, 2014-24

Stimulus from foodservice business

Demand for product upgrade and premiumisation

Innovative retail channels expand ready meal availability

Freeze-drying technology spurs further market growth

Companies and brands

Sanquan lost market share

Synear and Wanchai Ferry gained market share

Expanding business through new retail channels

Developing a supply chain to control cost

Vegetable oils latest trend

The consumer

Demand for upgrading traditional frozen ready meals

Figure 3: Foods purchased, China, April 2019

Enhance frozen ready meals' family sharing image

Figure 4: Consumption occasions, China, April 2019

Trade up potential in frozen dumplings and meat meal sets

Figure 5: Trading up potential, China, April 2019

Nutrition labels and familiar flavours make breakfast ready meals more appealing

Figure 6: General attitude/habit, China, April 2019

Intrinsic factors are more essential when boosting health value

Figure 7: Factors associated with health value, China, April 2019

Reasons for different penetration rates of ready meals/snacks

Figure 8: Consumption of and interest in ready meals and snacks, China, April 2019

What we think

Issues and Insights

Develop premium frozen ready meals for breakfast occasion

The facts

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The implications

Figure 9: Buns with imported, nutritious ingredients, by Synear, China, 2019

Enhance the performance of chilled ready meals in the lunch occasion

The facts

The implications

Freeze-dried products provide convenience with maximum level of nutrition

The facts

The implications

Figure 10: Freeze-dried noodle, by Jin Mai Lang, China

Figure 11: Bird nest and tremella thick soup, by Zao Can Li, China

The Market – What You Need to Know

Frozen ready meal market is growing steadily

Solid performance in chilled ready meal market

A promising market for ambient ready meals

Market Size and Forecast

Frozen dominates while chilled grows steadily

Figure 12: Changing proportion of frozen and chilled ready meals in value, China, 2014-19

Figure 13: Best- and worst-case forecast for sales value of ready meal market, China, 2014-24

Sales volume easing

Figure 14: Best- and worst-case forecast for sales volume of ready meal market, China, 2014-24

Market Factors

Foodservice businesses enter the ready meal market

Increasing health consciousness motivates premiumisation

Innovative retail channels expand the availability of ready meals

Technology like freeze-drying helps further growth

Market Segmentation

Steady value growth in frozen ready meal market

Figure 15: Best- and worst-case forecast for sales value of frozen ready meal market, China, 2014-24

Slowing volume growth in frozen ready meal market

Figure 16: Best- and worst-case forecast for sales volume of frozen ready meal market, China, 2014-24

Chilled ready meal market enjoys double-digit value growth

Figure 17: Best- and worst-case forecast for sales value of chilled ready meal market, China, 2014-24

Chilled ready meals see giant increase in volume

Figure 18: Best- and worst-case forecast for sales volume of chilled ready meal market, China, 2014-24

Ambient ready meals are essential part of ready meal market

Key Players – What You Need to Know

Sanquan dumplings were struggling

Synear won market share thanks to high consumer satisfaction

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Wanchai Ferry gained share thanks to younger consumer market

Market Share

Sanquan's core business faced bottleneck

Figure 19: Leading companies in frozen and chilled ready meals, by value share 2017-18

Synear garnered high consumer satisfaction

Wanchai Ferry expended the younger consumer market

Competitive Strategies

Utilise new sales channels to expand

Focus on developing supply chain

Enhance products' health value

Figure 20: Vegetarian dumpling, by Sanquan, China

Figure 21: Red bean and Job's tears porridge, by Wu Fang Zhai, China

Who's Innovating?

Trend of using healthy vegetable oil

Figure 22: Trends in ingredient claims in the ready meal market, China, Jan 2018-Jun 2019

Greater focus on the younger consumer market

Figure 23: Trends in claims in ready meal market, China, Jan 2018-Jun 2019

The Consumer – What You Need to Know

More women prefer exotic ready meals

Ambient ready meals have advantage at breakfast occasions

Premiumisation of sushi and lunchboxes

Foods Purchased

Big difference in penetration rates for different types of ready meals

Figure 24: Foods purchased, China, April 2019

Women show a higher preference for exotic ready meals

Figure 25: Selected purchased ready meals, by gender, China, April 2019

Sales strategy could be varied based on city tiers and regions

Figure 26: Purchased ready meals, by city tier, China, April 2019

Figure 27: Purchased ready meals, by region, China, April 2019

Consumption Occasions

Develop frozen ready meals based on different needs

Figure 28: Consumption occasions, China, April 2019

Ambient ready meals have advantage at breakfast occasion

Figure 29: Freeze-dried congee breakfast pack, by Hai Fu Sheng, China

Ambient ready meals brands could develop the late-night occasion

Figure 30: Packaged ambient ready meals in a "late night canteen" food box, China

Figure 31: Late-night food pack, by Bai Cao Wei, China

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Report Price: £3302.97 | \$4460.00 | €3717.16

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Trading up Potential

Going premium to differentiate from competitors

Figure 32: Trading up potential, China, April 2019

High trade up potential in Western-style frozen ready meals

Figure 33: Comparison of "ready meal purchased" and "trade up potential", China, April 2019

Figure 34: Steak meal sets targeting different group of consumers, by Niu Da Chu, China

Demand for introducing premium sushi and lunchbox

General Attitudes/Habits

Make breakfast ready meals more appealing

Figure 35: General attitude/habit, China, April 2019

Figure 36: Attitudes of consumers who think ready meals designed for breakfast would be appealing, China, April 2019

Collaborate with potential platforms

Figure 37: General attitude/habit, China, April 2019

Develop single-serve size ready meals for 20-24s

Figure 38: Agree that ready meals are a suitable option for dining alone, by age, China, April 2019

Figure 39: All-in-one cooking devices, by Bear, China

Factors associated with Health Value

Consumers pay more attention to intrinsic factors

Figure 40: Factors associated with health value, China, April 2019

Figure 41: Oats with higher in iron claim, by Seamild, China

Attention to short shelf life implies opportunities for chilled ready meals

Upgrade ingredients to enhance the healthy image of local ready meals

Figure 42: Selected factors associated with health value, by different ready meal buyers, China, April 2019

Future Trends

Filling snacks would become ready meals

Figure 43: Consumption of and interest in ready meals and snacks, China, April 2019

Figure 44: Users' satisfaction rate, China, April 2019

Highlight the strengths of and improve freeze-dried food

Regional specialty snack brands could try to reach new consumers

Figure 45: Non-users' interest in trying, China, April 2019

Meet the Mintropolitans

Premium frozen ready meals have potential to grow in certain occasions

Figure 46: Selected consumption occasions of frozen ready meals, by consumer classification, China, April 2019

Figure 47: Selected frozen ready meals which consumers are willing to pay more for a premium variety, by consumers classification, China, April 2019

Multi-pack ready meals would meet MinTs' needs

Figure 48: Habit - I prefer to buy family sized ready meals, China, April 2019

Appendix – Market Size and Forecast

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 49: Best- and worst-case forecast for sales value of ready meal market, China, 2014-24

Figure 50: Best- and worst-case forecast for sales volume of ready meal market, China, 2014-24

Appendix – Market Segmentation

Frozen Ready meal market

Figure 51: Best- and worst-case forecast for sales value of frozen ready meal market, China, 2014-24

Figure 52: Best- and worst-case forecast for sales volume of frozen ready meal market, China, 2014-24

Chilled Ready meal market

Figure 53: Best- and worst-case forecast for sales value of chilled ready meal market, China, 2014-24

Figure 54: Best- and worst-case forecast for sales volume of chilled ready meal market, China, 2014-24

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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