

# Festive Foods - China - February 2020

Report Price: £3695 | \$4995 | €4400

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

## This report looks at the following areas:

- First priority comes to please self
- Chinese heritage trend (国潮) puts old-established brands right under the spotlight
- Chinese spirits can provide options for gifting on Western festivals



"Symbolic meaning helps maintain traditional festive foods' mainstream position in gifting. To strengthen their presence, traditional festive food brands are actively capitalizing on the revival of Chinese heritage and also are taking tentative steps in terms of their flavour, ingredients and packaging innovation."

- Zhenni Wu, Research Analyst

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

## Table of Contents

### OVERVIEW

- What you need to know
- Covered in this report

### EXECUTIVE SUMMARY

- The market
- Live streaming marketing helps bring positive effects
- Internet creates favourable conditions for development
- Cross-category cooperation revitalizes festive foods market
- Snacking vendors make a feature of their 'bundling strategy'
- Flavour innovation is still active
- The consumer
- Traditional festive foods stay mainstream in the gifting market

Figure 1: Foods purchased or received during festivals, January 2020

- Foodservice channels preference sees generation differences

Figure 2: Purchasing channels, by generation, January 2020

- Foods with health halo see an increase in total expenditure

Figure 3: Spending trends, January 2020

- Young consumers seek self-indulgence, while older ones value brand and healthy features

Figure 4: Features of interest, by age group, January 2020

- Penetration of gifting for Western festivals needs to improve

Figure 5: Foods purchased for gifting during Western festivals, January 2020

- Alcoholic drinks can be competitive in the gifting market

Figure 6: Attitude towards giving alcoholic drinks or tobacco as gifts, January 2020

- What we think

### ISSUES AND INSIGHTS

- First priority comes to please self
- The facts
- The implications
- Chinese heritage trend (国潮) puts old-established brands right under the spotlight
- The facts
- The implications

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

- Chinese spirits can provide options for gifting on Western festivals
- The facts
- The implications

#### THE MARKET – WHAT YOU NEED TO KNOW

- Internet plays important role in revitalizing time-honoured brands
- Brands leverage the trend for cross-category cooperation
- Tea shops and snacking brands compete with different strategies

#### MARKET DRIVERS

- Live streaming creates a new form of marketing during festivals  
Figure 7: 'Chief Nic' on Kuaishou app, China, 2019
- Internet empowers old-established brands to enhance business value
- Cross-category cooperation injects new vigour to festive foods
- Rising disposable income per capita sets the foundation for spending during festivals

#### TRENDS IN THE MARKET

- Old-established brands rejuvenated thanks to the Chinese heritage trend (国潮)
- Online snack vendors' 'mix-and-match' strategy  
Figure 8: Assorted gifting packs, BESTORE, China, 2019
- Ingredients innovation keeps traditional festive foods dynamic
- Festive foods from tea shops differentiate themselves with distinctive packaging design  
Figure 9: Festive foods packaging from tea shops, China, 2019

#### WHO'S INNOVATING?

- BE&CHEERY (百草味) expands to daily social and gifting occasions  
Figure 10: Products from the "Yi Ge Li You" (一个理由) range, Be&Cheery, China, 2019
- BESTORE (良品铺子) targets premium gifting market  
Figure 11: "Si Hai Qiu Huang" (四海求凰), BESTORE, China, 2020
- Brands incorporate the "fun & play" concept

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

#### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

#### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

Figure 12: Products incorporating 'fun & play' concept

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Traditional festive foods keep dominant in gifting but not for self-consumption**
- **Young females look to innovative features; older males are interested in brand and “minus” claims**
- **Increase gifting on Western festivals**

## FESTIVE FOODS PURCHASED/RECEIVED

- **Traditional festive foods are still mainstream in gifting market...**

Figure 13: Foods purchased or received as gifts during festivals, January 2020

Figure 14: Foods purchased as gifts during festivals, by age group, January 2020

- **...but gradually lose popularity for self-consumption**  
Figure 15: Foods purchased for self-consumption during festivals, January 2020  
Figure 16: Foods purchased for self-consumption during festivals, by age group, January 2020
- **Ways to enhance penetration of alcoholic drinks**  
Figure 17: Zodiac spirit for Year of the Pig, Swellfun, China, 2019

## PURCHASED FROM FOODSERVICE CHANNELS

- **Bakery houses still mainstream foodservice channel**  
Figure 18: Purchasing channels, January 2020
- **Tea shops and dessert shops are trendy among post-90s**  
Figure 19: “HEY PEACE”, HEYTEA×Peace Bird, China, 2019  
Figure 20: Purchasing channels – tea shops and ice cream shops/dessert shops, by generation, January 2020
- **Post-60s’ devotion to restaurants**  
Figure 21: Purchasing channels – restaurants, by generation, January 2020
- **Females are the major target for premium hotels**

## SPENDING TRENDS

- **Spending trends reveal healthier consumer lifestyles**  
Figure 22: Spending trends, January 2020
- **18-24 spend more on baked foods**  
Figure 23: Respondents who spend more on baked foods, by gender & age, January 2020
- **Some types need to seek ways to break boundaries**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## Festive Foods - China - February 2020

Report Price: £3695 | \$4995 | €4400



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

Figure 24: "Whiskey" drink that is free from alcohol, Xiao Guan Cha, China, 2019

### FEATURES OF INTEREST

- **Craving for texture-enhanced innovations**  
Figure 25: Features of interest, January 2020
- **Young females show interests in innovative shapes**  
Figure 26: Interest in innovative shapes of mooncakes, by age group (female only), January 2020
- **Males aged 50-59 stick to brand reputation and healthy features**  
Figure 27: Features of interest, by age group (male only), January 2020

### FOODS PURCHASED FOR WESTERN FESTIVALS

- **Halloween is the least popular Western festival for gifting**  
Figure 28: Foods purchased for gifting during Western festivals, January 2020
- **Healthy gifting foods are popular for giving to parents**  
Figure 29: New products for senior people, Want Want, China, 2019
- **Expand gifting occasions for chocolate and confectionery**  
Figure 30: Halloween limited-edition gift boxes, Godiva, China, 2019

### ATTITUDES TOWARDS GIVING ALCOHOLIC DRINKS OR TOBACCO/CIGARS AS FESTIVAL GIFTS

- **Older consumers are open to alcoholic drinks as gifts**  
Figure 31: Attitude towards giving alcoholic drinks as festival gifts, by age group, January 2020
- **Giving Chinese spirits is seen as a cultural ritual in Yantai**  
Figure 32: Attitude towards giving Chinese spirits as festival gifts, by city, January 2020
- **Foreign brand alcoholic drinks/tobacco is popular among foreign enterprises workers**  
Figure 33: Attitude towards giving foreign brand alcoholic drinks/tobaccos, by company type, January 2020
- **Social media plays a role in boosting popularity of Western spirits**

### MEET THE MINTROPOLITANS

- **Festive Foods - China - April 2018** Mintropolitans express more interest in purchasing festive foods from coffee shops and premium hotels

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## Festive Foods - China - February 2020

Report Price: £3695 | \$4995 | €4400

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



Figure 34: Purchasing channels – coffee shops and premium hotels, by consumer classification, January 2020

- **MinTs are westernized in gifting but still stick more to family tradition**

Figure 35: Attitudes towards giving alcoholic drinks/tobaccos as gifts, by consumer classification, January 2020

### APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.