

Festive Foods - China - February 2020

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

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“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**

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

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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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