

## Meat Snacks (Incl Impact of COVID-19) - China - April 2020

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“Rising willingness to healthy eating and demand in immunity improvement after the outbreak of COVID-19 will result in special attention to nutrition when making purchase decision for meat snacks. Communication on upgrades in processing technique and ingredients sourcing will be the key for brands to strengthen the role of meat snacks as protein supplements.”

– **Roolee Lu, Research Analyst, 30 April 2020**

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the Meat Snacks market
- Key trends to watch in the post-COVID-19 period
- Brand performance of leading meat snack brands in 2018 and 2019
- Launch activity and consumer interest in product innovation
- Consumption trend and brand preference of major product segments

The meat snack market experienced robust value growth in the last two years, making it a star segment among major snack categories. Though indulgence is still the main consumption purpose, many consumers are turning to meat snacks as a potential of supplementing the amount of protein they eat – which suggest there are opportunities for meat snack brands to be positioned as helping to boost nutrition. According to Mintel’s monthly tracker to understand the impact of COVID-19 in China conducted during 26 Apr to 2 May, healthy eating has received higher priorities after the outbreak of COVID-19. Brands can appeal to the increased consumer desire for nutritional wellbeing by focusing their communications on high-quality ingredients and improved production processes. Growing consumer interest in free-from and natural claims also suggests another route for brands looking to premiumise.

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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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