

Consumer Snacking Trends - China - January 2020

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

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



“As the purposes for snacking diversify, brands should seize the opportunity to better serve consumers’ special and fragmented demand. Higher requirements towards nutrition from snacks among consumers with kids demonstrate opportunities to use nutritious ingredients in snacks designed for children.”

– **Roolee Lu, Research Analyst**

This report looks at the following areas:

- Add healthy ingredients to conquer families with children
- Convey social attributes to premiumise
- Communicate product details to encourage purchase

Spending on major snack categories has risen rapidly in the past five years. Further growth is expected in the future due to the increasing availability and accessibility of snacks, which can be attributed to an increase in purchase channel options and the expanded scope and categories of snacks. At the same time, as the post-90s and 00s generations are becoming the main consumption force, the changing demographic structure also brings growth opportunities for the snack market.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
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

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Consumer Snacking Trends - China - January 2020

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

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
- Definition

Executive Summary

The market

Spending on snacking maintains continuous growth

Figure 1: Best- and worst-case forecast of retail sales of major snack categories, China 2014-24

Conservative growth in conventional snacking categories

Figure 2: Retail sales value of major snack categories, China, 2014-19

Companies and brands

Use healthy and category-blurring products to expand consumer base

Provide products positioned at special occasions

Fortify nutrition and focus on texture innovation

The consumer

Nuts and seeds become an essential part of daily diet

Figure 3: Consumption frequency, China, November 2019

Diverse consumption purposes among different consumer groups

Figure 4: Purpose of consumption, China, November 2019

Most indulgence occurs in the afternoon

Figure 5: Snacking occasions, China, November 2019

Tolerant attitude towards snacking among parents

Figure 6: Attitudes towards snacking, China, November 2019

All-natural is most associated with originality

Figure 7: Definition of all-natural, China, November 2019

Add nutritious ingredients in snacks designed for children

Figure 8: Evaluation of healthiness, China, November 2019

What we think

Issues and Insights

Add healthy ingredients to conquer families with children

The facts

The implications

Figure 9: Product examples of snacks with added nutrients, Japan and South Korea, 2019

Convey social attributes to premiumise

The facts

The implications

Figure 10: Bestore snack package

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

Consumer Snacking Trends - China - January 2020

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

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

Communicate product details to encourage purchase

The facts

The implications

Figure 11: Product examples of snacks with detailed nutrient information on packaging, USA, Netherlands and Canada, 2019

Figure 12: Li Ziqi rice cake

The Market – What You Need to Know

Spending on snacking continuously grows

Diverse purchase channels facilitate the availability of snacks

Snack nuts and small cakes & pies lead in growth

Market Size and Forecast

Stable growth in snack spending continues

Figure 13: Retail sales of major snack categories, China, 2014-19

Further growth expected in the next five years

Figure 14: Best- and worst-case forecast of retail sales of major snack categories, China 2014-24

Market Drivers

Diverse purchase channels facilitate availability to consumers

Changing demographic structure brings new consumption force

Continuously expanding scope of snacks

Figure 15: Bestore red bean pearl barley & gorgon fruit cake

Market Segmentation

Snack nuts and small cakes & pies lead in value growth

Figure 16: Snack segments, China, 2019

Weak growth in conventional snacking categories

Figure 17: Retail sales value of major snack categories, China, 2014-19

Key Players – What You Need to Know

International brands are expanding their product options

Bestore and Be & Cheery are adopting differentiation strategies

Chacheer and Dali are focusing on freshness

Three Squirrels is building alliance factories

Competitive Strategies

Advances towards sugar reduction

Figure 18: Cadbury Dairy Milk 30% less sugar chocolate

Breaking the barriers between categories

Figure 19: Oreo Daily Nuts

Figure 20: Lay's Choco Ridged potato crisps

Tap into special consumption occasions

Figure 21: Today Energy protein nuts bar

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

Consumer Snacking Trends - China - January 2020

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

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

Figure 22: Product examples of energising nuts and seeds from Superb, China, 2019

Collaborate with cultural IP

Figure 23: Be & Cheery x Nation's Greatest Treasures gift box

Establish traceability systems

Figure 24: Lyfen's food safety traceability platform

Who's Innovating?

Innovation trends overview

Active new product launches in sweet and plant-based snacks

Figure 25: New products launched in China, by category, 2017-19

Figure 26: New snack products launched in China, by sub-category, 2017-19

Growth in fortified nutrition claims

Figure 27: Growing claims on the new products launched in China, by category, 2017-19

Classic flavours from foodservice

Figure 28: Pretz x Honeymoon Dessert crossover

Figure 29: Product examples of snack crossovers with foodservice brands, Japan and Taiwan, China, 2019

Innovative and rich textures

Figure 30: Lay's sparkling potato crisps

Figure 31: Weigang Dairy Qing Qi yogurt product

Functional snacks

Figure 32: Product examples of functional sugar and chocolate confectionery, China, 2019

Figure 33: Product examples of functional sugar and chocolate confectionery, Japan, 2019

The Consumer – What You Need to Know

Children's demand drives the consumption of the family

Snacking meets the demand for socialising

Consumers are seeking some indulgence in the afternoon

Communicate product detail to convey all-natural message

Consumption Frequency

Daily nuts need to capture young males

Figure 34: Consumption frequency, China, November 2019

Figure 35: Consumption frequency – Once a day or more, by age and gender, China, November 2019

Less healthy categories are less consumed by consumers aged 40-49

Figure 36: Consumption frequency – At least several times a week, by age, China, November 2019

Consumers with kids have high consumption frequency

Figure 37: Consumption frequency – At least several times a week, by family structure, China, November 2019

Purpose of Consumption

Indulgence is still the main purpose for snacking

Figure 38: Purpose of consumption, China, November 2019

Consumers with kids snack for additional nutrition

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

Consumer Snacking Trends - China - January 2020

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

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

Figure 39: Purpose of consumption – To get additional nutrition, by family structure, China, November 2019

Socialising is an important purpose for females and high earners

Figure 40: Purpose of consumption, by monthly personal income, China, November 2019

Figure 41: Consumption frequency – At least several times a week, by selected purpose of consumption, China, November 2019

Snacking Occasions

Sweet baked goods and dairy-based snacks for morning

Figure 42: Snacking occasions, China, November 2019

Figure 43: Snacking occasions, by gender, China, November 2019

Frozen snacks as after lunch desserts

Figure 44: Snacking occasions, China, November 2019

Afternoon is ideal time for indulgence

Figure 45: Snacking occasions, China, November 2019

Night can be tapped as potential occasion for functional snacks

Figure 46: Snacking occasions – After 8pm, by gender, China, November 2019

Attitudes towards Snacking

Snacking is a popular way to let off steam

Figure 47: Attitudes towards snacking, China, November 2019

Figure 48: Be&Cheery's healing snack sets

Consumers have lower level of concern about salt in snacks than sugar

Figure 49: Attitudes towards snacking – Snacking would make me eat too much sugar, by age and gender, China, November 2019

Partly rather than fully replacing meals

Figure 50: Attitudes towards snacking – Snacking can help control intake of main meals, by personal monthly income, China, November 2019

Parents tolerate snacking

Figure 51: Attitudes towards snacking, China, November 2019

Definition of All-natural

All-natural is about originality

Figure 52: Definition of all-natural, China, November 2019

No additives or preservatives is more related to all-natural among consumers aged 40-49

Figure 53: Definition of all-natural, by age, China, November 2019

Evaluation of Healthiness

Fat is an important factor in evaluating healthiness

Figure 54: Evaluation of healthiness, China, November 2019

Healthy ingredients can offset the presence of unhealthy content

Figure 55: Evaluation of healthiness, China, November 2019

Dark chocolates enjoy healthy image among females

Figure 56: Evaluation of healthiness, by gender, China, November 2019

High earners are more generous towards the healthiness of snacks

Figure 57: Evaluation of healthiness, by selected monthly personal income, China, November 2019

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

Consumer Snacking Trends - China - January 2020

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

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

Meet the Mintropolitans

Snack more often for more diverse purposes

Figure 58: Consumption frequency – At least several times a week, by consumer classification, China, November 2019

Figure 59: Purpose of consumption, by consumer classification, China, November 2019

Social snacking is more common

Figure 60: Attitudes towards snacking, by consumer classification, China, November 2019

Appendix – Market Size and Forecast

Figure 61: Total market value of major snack categories, China, 2014-24

Appendix – Market Segmentation

Figure 62: Retail sales value of major snack categories, China, 2014-19

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com