

Ready Meals – China – August 2020

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This report looks at the following areas:

- Customize products for the expanded cooking population
- Leverage new retail and delivery channels to provide most convenience
- Expand regional flavour and cuisine options

The ready meal market is estimated to experience a robust value growth of 13.2% in 2020, mainly attributed to the growing demand for frozen ready meals. Increased channel coverage and expanded product varieties like ready-to-cook foods from restaurant brands help ready meals better serve consumers' rising demand for cooking after the outbreak of COVID-19. Due to the healthy eating trend, nutritional value should be a crucial factor besides convenience for ready meal brands to focus on. In addition, customized products could be another area of innovation to explore to satisfy the diverse demand from the greater number of people cooking at home.



“Consumers’ changing dining habits from eating out to cooking at home due to COVID-19 bring market opportunities for ready meals. With the evolving definition of convenience, brands should satisfy consumers’ desire for elevated convenience without compromising their upgraded requirements for nutrition and flavour.”

– Roolee Lu, Research Analyst

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