

Breakfast Foods - China - September 2020

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“During the outbreak, more consumers have taken breakfast at home, which provides good opportunities for retail products. By leveraging digitalization, players are endeavouring to meet the breakfast needs of every consumer by building up convenient breakfast service facilities.”

- Zhenni Wu, Research Analyst

This report looks at the following areas:

- Opportunities for breakfast cereal with functional benefits in post COVID-19
- Provide time-pressed younger urbanites with more convenient and efficient breakfast solutions
- Localization can work as a way to promote consumption

Mintel estimates the market value of breakfast foods (including in-home and out-of-home) will reach RMB1,872 billion by the end of 2020, with a CAGR of 7.0% from 2015-20. China's breakfast market is still a key market but it also attracts all types of players, with fierce competition from packaged food and drink products, foodservices, and more importantly online and offline retailers. The total market is driven by continuous urbanisation as well as consumers' rising disposable income level. Digitalization empowers retailers and foodservice operators to provide busy urbanites with efficient breakfast solutions.

Time pressure is the primary reason for skipping breakfast. Though perceptions towards a nutritious breakfast vary by region, the importance of rich protein is widely recognized. Oatmeal products, especially mixed oatmeal, hold the potential to diversify consumption occasions. In terms of innovation, supportive of gut health remains the top feature capturing consumers' interest.

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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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