

Instant Foods - China - March 2020

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“As instant foods reach more consumers with the expansion of online channels, consumers are no longer satisfied with just a convenient solution and have started looking for factors regarding nutrition and quality. Consumers will expect instant foods to evolve towards becoming more like freshly made meals.”
– **Annie Jiang, Research Analyst, Food & Drink**

This report looks at the following areas:

- Turn convenience stores' service into product advantages
- Develop healthier versions for the late night snacking occasion
- Develop exotic featured flavours to drive popularity of self-heating rice

The instant foods market is experiencing positive, growing demand, and has seen more product formats introduced to fulfil consumers' demand for convenience, ease-of-use and nutrition. Premiumisation, innovation in healthy production methods, and the expansion of regional noodle dishes through online channels have all contributed to driving the growth of instant noodles. Producers could benefit from targeting specific dining occasions. Self-heating foods, on the other hand, should secure a place in the market by growing the heavy user base. Brands should maintain loyal customers on their online platforms and utilise offline channels to attract curious new customers. Products will also see upgrades in ingredients, flavour varieties, and safety measures.

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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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