

Consumer Snacking Trends - China - February 2021

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This report looks at the following areas:

This Report looks at consumers' snacking habits, defined as eating between meals, including but not limited to: salty snacks, biscuit/cookies, chocolate and sugar confectionery, meat snacks, as well as types of foods that are not conventional snack products but have been adopted by consumers as snack options, eg yogurt and fruits or vegetables.



"Snack sales have benefited from increased in-home food consumption in 2020 and future growth will be driven by more diversified consumption occasions as the boundaries of snacks and meals continue to blur."

- Annie Jiang, Research Analyst, Food and Drink

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