

# Festive Foods - China - February 2021

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## This report looks at the following areas:

Growing interest and pride in traditional culture not only drive spending on festive foods but also inspire new product innovation and marketing stories. In the long term, iconic festive foods have the potential to become IPs themselves, which has already been seen with ingredients and flavours originating from festive foods.

The diversity of China's food culture and fast development of e-commerce make it a good time for brands to find regional specialities and promote them beyond their home markets. Besides novelty and fun-seeking, brands should also be aware of increasingly health-conscious consumers and respond to their needs in a smart way.

### Key issues covered in this report:

- Market factors, including the impact of COVID-19 on the festive foods market
- Launch activity and product innovation
- Consumer behaviour and perception of festive foods
- Growth opportunities



“Due to the epidemic, e-commerce has expanded faster in lower tier cities and along with the revival of traditional culture, regional brands will benefit a lot from mature e-commerce and regional culture.”

- Pepper Peng, Research Analyst

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