

Meat Snacks - China - April 2021

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This report looks at the following areas:

- Meat snack market size and growth outlook
- Growth catalysts in the meat snack segment
- New product inspirations from overseas market
- Meat snack consumption trend, purchasing channels and motivations

Meat snacks recorded an impressive 32.8% growth in 2020 as one of the leading segments in snack sales. Moving forward, meat snacks will continue to be an important category with growth rate outperforming that of total snacks and in-home food. Growth will be generated from premiumisation of products, as consumption volume is not likely to soar in neat future.

Food craving is the most important reason to eat meat snacks, far exceeding other factors such as protein supplement and filling hunger. However, this important motivator is inadequately addressed in the market. New product development from overseas market can inspire how to lift food indulgence for meat snacks.

Meat snacks is characterised by the high competitive market environment and high growth potential. New entrants can focus on very specific sub-segments to be competitive. Competitiveness can be derived from non-product level factors, such as lifestyle, sub-culture and professionalism. For example, there is an opportunity for professional brands specialising in children's nutrition to tap into the children's meat snacks.



“Meat snacks enjoy higher growth potential in total snack category. Consumption is considerably driven by food craving. However, this factor is not sufficiently addressed in current new product launches which mainly feature healthy claims.”

– Saskia Zhao, Senior Research Analyst

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