

Eating in Lower Tier Cities - China - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- **Snack consumption trends:** transforming from 'pure indulgence' to 'multifunctional'
- **Drink consumption trends:** from paying attention to nutritional value to emotional value
- **Daily eating habits:** the rising of flexible dieting and the penetration of personalised regimen concepts
- **Food with regional features:** incorporating regional and diversified features in marketing and opportunities for cross-category innovations
- **Trendy food, drinks and foodservices:** switching from following trends of trying new products to looking for entertaining experiences and supporting social responsibilities

In terms of eating, lower tier city consumers have increasingly appreciated and valued emotional values brought by cooking or baking at home and trying trendy snacks or drinks. To young consumers in lower tier cities, pursuing healthy and trendy daily diets is more than a part of their healthy diet lifestyles. The pursuit is also transforming into a leisure and entertainment approach or a hobby.

As lower tier city consumers have more understanding of additives, sugar and oil content, as well as processing methods of snacks and drinks, they started to avoid being a big spender on snacks and drinks by adopting flexible dieting. Savvy lower tier city consumers can no longer be easily persuaded by KOL marketing, which only stimulates consumers' senses. This requires food and drink brands to adopt new strategies in response to the new trend.

With more emphasis on cultural elements, entertaining experiences and taking social responsibilities, brands can cater to the entertainment demands and expectations on values of young consumers in lower tier cities. It can also help brands exert long term positive influence on lower tier cities.



"Flexible dieting has become increasingly popular among premium consumers in lower tier cities. Besides the body shape management, they also started to pay more attention to diversified emotional values brought by food and drink consumption."

– Gloria Gan, Research Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Objective and methodology**
- **Quantitative research methodology**
Figure 1: The sample structure for each city is as follows:
- **Qualitative research methodology**
Figure 2: Interviewed cities in the qualitative research
Figure 3: Profiles of respondents to the qualitative research

EXECUTIVE SUMMARY

- **Snack consumption trends: functional transformation of snacks**
Figure 4: Interview extracts regarding snack consumption, 2021
Figure 5: The importance of snacks features, by age, 2020
- **Drink consumption trends: the show of emotional value**
Figure 6: Interview extracts regarding drink consumption, 2021
Figure 7: Interview extracts regarding preferences for drinks, 2021
Figure 8: Purchase triggers for blurred beverage, by age, 2020
- **Daily eating habits: the penetration of personalised regimen concepts**
Figure 9: Interview extracts regarding daily meals, 2021
Figure 10: Interview extracts regarding demands for regimen-related products, 2021
Figure 11: Attitudes towards cooking or baking, by age, 2020
- **Food with regional features: spreading local cultures**
Figure 12: Interview extracts regarding consumption of food with regional features, 2021
Figure 13: Information channels for regional cuisines, by age, 2020
- **Trendy food, drinks and foodservices: demands for hot topics**
Figure 14: Interview extracts regarding information channels of trendy food, drink and foodservices (positive feedback), 2021
Figure 15: Interview extracts regarding issues with information channels of trendy food, drink and foodservices (negative feedback), 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 16: Motivations to try trendy snacks or drinks, by age, 2021

- **What we think**

INTRODUCTION TO LOWER TIER CITIES IN CHINA

- **Fast rebounded consumption confidence and accelerated consumer affordability**

Figure 17: Confidence in improving future finances – very confident/somewhat confident, by city tier, 2020-21

Figure 18: Interviewed experts' words about consumption confidence and power, 2021

- **Consumers emphasise value for money, and promotions have significant influence**

Figure 19: Consumer Price Index, 2021

Figure 20: Attitudes towards price changes, by city tier, 2021

Figure 21: Interviewed experts' words about spending habits, 2021

- **Domestic brands are highly accepted, and emerging brands have great potential in the market**

Figure 22: Impression comparison between premium domestic brands and foreign brands, by city tier, 2020

Figure 23: Interviewed experts' words about brand choices, 2021

- **Video livestreaming commerce is switching towards 'unity of efficiency and effectiveness'**

Figure 24: Attitudes towards livestreaming shopping – strongly agree/agree, by city tier, 2020

Figure 25: Interviewed experts' words about livestreaming commerce, 2021

SNACK CONSUMPTION TRENDS: FUNCTIONAL TRANSFORMATION OF SNACKS

- **'Looking for changes' became a new motivation of snack consumption**

Figure 26: Interview extracts regarding snack consumption, 2021

- **Emotional values of crunchy, soft and hard textures are prioritised**

Figure 27: Interview extracts regarding snacks and emotions, 2021

- **Simplified clean labels have the potential to attract older consumers in lower tier cities who pay attention to ingredients**

Figure 28: The importance of snacks features, by age, 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Shopping offline is easier for 30s to receive information about new snack products**
- **Enhance brand awareness with DIY texture experiences and innovative fine mini packages**

Figure 29: Information channels for snacks, by age, 2020

Figure 30: Recipes on Oreo’s official website and Oreo Crispy Pinwheels

Figure 31: Selected food and drink products display in stores, Qiqihar, Heilongjiang, 2021

Figure 32: TNO water drop powdered instant tea

DRINK CONSUMPTION TRENDS: THE SHOW OF EMOTIONAL VALUE

- **Light taste of tea drinks became a mainstream preference**
- **Willingness to try new products supports elegant packages with cultural elements; personalised flavour innovation has potential**

Figure 33: Interview extracts regarding drink consumption, 2021

Figure 34: Interview extracts regarding preferences for drinks, 2021

Figure 35: Ugly Water’ displayed in a supermarket in Liaocheng, Shandong; Fen Shou drink products displayed in a vending machine in Ji’an, Jiangxi, 2021

Figure 36: Interview extracts regarding drink product purchases, 2021

- **Older consumers pay more attention to functions; young generation values experiences brought by drink textures**
- **Young consumers are more likely to be triggered by ‘exclusive signature drinks’**

Figure 37: Purchase triggers for blurred beverage, by age, 2020

Figure 38: Brand selection factors for tea houses, by age, 2021

- **Mixed packages for personalised way to drink; tap into drinks’ ‘healing function’ for different emotions with wellbeing concepts**
- Figure 39: Summer limited co-branding gift set from Suntory and Chali, 2021
- Figure 40: CheckCheckCin rice water products and the concept of different rice water products helping improve emotions

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

DAILY EATING HABITS: THE PENETRATION OF PERSONALISED REGIMEN CONCEPTS

- **Cultivate a flexible dieting habit incorporated with the weight management dieting concept**
Figure 41: Interview extracts regarding daily meals, 2021
- **'Quick regimen' is a strong demand for improving life quality**
Figure 42: Interview extracts regarding regimen eating, 2021
Figure 43: Interview extracts regarding demands for regimen-related products, 2021
Figure 44: Extended products of donkey-hide gelatine, Liaocheng, Shandong, 2021
- **Young consumers are interested in exquisite while easy to cook healthy dishes**
Figure 45: Interests in learning to cook dishes, by age, 2020
- **Cooking/baking is becoming entertainment or a hobby to young consumers**
Figure 46: Attitudes towards cooking or baking, by age, 2020
- **Provide a customised short-cut of healthy eating with long-term plans for consumers**
Figure 47: Nestlé/nesQino fruit and vegetable sachets with a smart Q-cup machine, 2020
Figure 48: Xingfu Mandian candy series

FOOD WITH REGIONAL FEATURES: SPREADING LOCAL CULTURES

- **Travelling across regions and promoting regional cuisines with videos are becoming more common**
Figure 49: Interview extracts regarding consumption of food with regional features, 2021
- **Both opportunities and barriers exist in cross-category collaborations**
Figure 50: Interview extracts regarding cross category innovative food and drink products (positive feedback), 2021
Figure 51: Interview extracts regarding issues with cross category innovative food and drink products (negative feedback), 2021
- **Nearly half of 30s are willing to accept recommendation messages about food passively**
Figure 52: Information channels for regional cuisines, by age, 2020
- **Umami and nourishing flavours are highly favoured by 30s**
Figure 53: Interests in regional self-heating hotpots, by age, 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Eating in Lower Tier Cities - China - 2021



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Incorporate diversified regional feature elements in marketing to resonate with consumers**

Figure 54: Nongfu Spring Changbai Shan Natural Snowberg Mountain Mineral Water, 2021

Figure 55: Ice Peak Drink Shaanxi dialect memento can, 2021

TRENDY FOOD, DRINKS AND FOODSERVICES: DEMANDS FOR HOT TOPICS

- Online content supported by 'endorsements' attracts consumers to follow and try**
Figure 56: Interview extracts regarding information channels of trendy food, drink and foodservices (positive feedback), 2021
Figure 57: Interview extracts regarding issues with information channels of trendy food, drink and foodservices (negative feedback), 2021
- Building WOM and creating atmosphere can satisfy consumers' trend following demand, yet are also likely to be considered gimmicks**

Figure 58: Interview extracts regarding trendy food, drinks and foodservices (positive feedback), 2021

Figure 59: Interview extracts regarding issues with trendy food, drinks and foodservices (negative feedback), 2021

- Recommendation messages for trendy products with charities involved can help attract young consumers**
Figure 60: Motivations to try trendy snacks or drinks, by age, 2021
- Young consumers need novel and presentable trendy breakfast foods on day-off**
Figure 61: Breakfast needs on days-off, by age, 2021

- New strategy combines immersive game-like experiences with the cross-category concept**

Figure 62: Taobao Maker Festival, 2021

Figure 63: Escape rooms and immersive script role-play murder-game-experience stores, Qiqihar, Heilongjiang, 2021

Figure 64: Chicecream and Wu Fang Zhai co-brand Zongzi ice cream

APPENDIX

- Abbreviations**
- Interviewees' photos**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.