

Meal Replacements – China – 2021

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This report looks at the following areas:

- Latest new product trends and noteworthy marketing activities
- Product penetration and consumption interest
- Purchase journey and implications on information channel choices
- Consumption purpose across different consumer groups and desired attributes
- Major barriers to further increase consumption

Nutrients are the most important choice factor when choosing meal replacements, and 65% of consumers who claim nutrients are the most important factor also care about flavour, suggesting they don't compromise on taste.

According to Mintel's Report COVID-19's impact on Chinese consumers: 26 Aug-2 Sept 2020, around 70% of consumers have placed a higher priority on eating healthily, with the proportion remaining stable in the post-COVID-19 period. Meanwhile, doing exercise has become another top priority. Changing dietary habits and lifestyle will bring about more opportunities for meal replacements, which can serve the purpose of nutrition supplement and target fitness occasions.

The biggest barrier to meal replacements is that most consumers believe they cannot completely replace main meals. It would be difficult for consumers to give up their long-established dining habits of eating traditional staple foods such as rice and noodles. Brands can either provide more flexibility to lower consumption barriers or reform traditional foods to attract their consumption interest.

According to Nutrition and Chronic Disease Status of Chinese Residents Report (2020) (《中国居民营养与慢性病状况报告(2020年)》), the overweight and obesity rates, as well as the prevalence of chronic disease such as hypertension and diabetes among Chinese residents, continue to rise. Growing



“An increasing overweight population and the growing prevalence of health issues create opportunities for functional meal replacements which can help consumers manage weight as well as health issues in light of increasing health awareness.”

– Roolee Lu, Senior Research Analyst

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health issues brings about opportunities for functional meal replacements, which can help consumers manage their weight and health issues.



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