

Festive Foods - China - 2022

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviours in festival celebrations
- Innovative product launches and marketing activities
- Consumers' gifting habits and gift selection preference
- Consumers' spending ranges for traditional and Western festivals
- Promising festive food premiumisation directions

Though traditional festivals (ie Spring Festival and Moon Festival) still enjoy higher penetration, purchasing for Western festivals, especially Christmas and Halloween, has increased rapidly. Traditional festival spending skews towards Spring Festival and Moon Festival and leads the spending on gift-giving and self-entertaining, indicating that both consumption scenarios deserve equal attention.

The impact of COVID-19 has brought changes to consumers' festival celebration behaviours, encouraging them to seek out long holidays to compensate for the absence of family gatherings due to strict quarantine policies during the Spring Festival. This, in turn, reduced gift-giving scenarios, including food and drinks that are often enjoyed in home reunion scenes; instead, consumers are purchasing to treat themselves during festivals.

Health is on consumers' radar, also highlighted in last year's report, reflecting consumers' strong demand for traditional festive foods with better-for-you images. This has made product innovation challenging considering flavour and indulgence are important attributes influencing consumers' purchases.

Sustainability keeps winning consumers' affinity, proving the potential of ethical marketing and eco-friendly innovation in this market.



“Due to COVID-19, traffic restrictions undermine family reunions and unveil booming me-time scenarios, resulting in increasing spending on Western festivals especially Christmas and Halloween featured with hedonic atmosphere and demand on better-for-you traditional festivals foods.”

- Rika Huang, Research Analyst

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