

Meal Replacements - China - 2022

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:



Buy this report now

Visit store.mintel.com

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
- Covered in this Report

EXECUTIVE SUMMARY

- The market
- The impact of COVID-19 outbreak in 2022
- Companies and brands
- The consumer
- Traditional meal replacements further penetrate while niche options spring up
Figure 1: Product usage, 2022
Figure 2: Product usage – Penetration*, 2021 vs 2022
- Online buying still prevails, with DTC retailing stimulating new products trial
Figure 3: Purchase channels, 2022
- Most meal replacement formats are suitable for all occasions
Figure 4: Consumption occasion – Selected categories, 2022
Figure 5: Consumption occasion – Selected categories, 2022
- Flavour and family/friends recommendations are top triggers
Figure 6: New product trial, 2022
- Consumers demonstrate trust in claims, especially the 'plus' attributes
Figure 7: Claim trust, 2022
- Immunity and gut health enhancement are the most desired functions
Figure 8: Interest in health functions, 2022
- What we think

ISSUES AND INSIGHTS

- Promote 'plus' attributes rather than 'minus' ones
- The facts
- The implications
Figure 9: PROBAR live probiotic nutrition bars, US, 2018
- Target females with age-specific solutions
- The facts
- The implications
Figure 10: Tone bar protein bar, Japan, 2021
- Ways to stimulate repurchase of milkshake powder

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

Meal Replacements - China - 2022



Report Price: £3695 | \$4995 | €4400

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

- **The facts**
- **The implications**

Figure 11: Nestlé's Optifast milkshake powder, China, 2019

MARKET FACTORS

- **Pursuing a healthy lifestyle**
- **Strong awareness of weight management**
- **Rise of the 'She Economy'**
- **Competition intensifies in the market**
- **Stricter regulatory environment is still needed**

COVID INFLUENCES

- **COVID-19 China context**
- **COVID-19 impact on the market and consumer**
- **Drop in both financial status and spending confidence**
- **Accelerated spending on food and drink driven by stockpiling demand**

Figure 12: Change in spending nationwide – Spent more, 2020–22

Figure 13: Change in spending in Shanghai – Spent more, 2020–22

- **Increased at-home time leads to demand for home fitness and convenient meal solutions**

MARKETING ACTIVITIES

- **Cobrand with famous IPs to attract young consumers**

Figure 14: ffit8 x Minions protein bar, China, 2021

Figure 15: Oatmeal products by Seamild x Wu Huang Wan Shui, China, 2021

- **Leverage DTC retailing to provide customised services**

Figure 16: Examples of services provided by Boohee and Beast Life, China, 2022

- **Ride the Guochao trend**

Figure 17: WonderLab 'Silk Road' gift set, China, 2021

NEW PRODUCT TRENDS

- **Increasing trend of 'minus' claims**

Figure 18: Percentage of new meal replacement launches with 'minus' claims, China, 2017–22

Figure 19: Meal replacement product examples with 'minus' claims, China, 2021–22

- **Fortified vitamins/minerals in meal replacement drinks**

Figure 20: Percentage of meal replacement drinks launches with 'plus' claims, China, 2017–22

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

Meal Replacements - China - 2022



Report Price: £3695 | \$4995 | €4400

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

Figure 21: Meal replacement drinks product examples with 'vitamin/mineral fortified' claims, China, 2021-22

- **Growing diversity in product formats and texture**

Figure 22: Tian Yuan Zhu Yi yam noodle product, China, 2021

Figure 23: WonderLab 'Yuan Qi' soup, China, 2021

Figure 24: Heng Mei three-layer flow protein bar, China, 2022

Figure 25: ffit8 oatmeal roll, China, 2022

- **Add TCM ingredients to promote functionality**

Figure 26: Yuan Qi Shuo ejiao meal replacement milkshake, China, 2022

Figure 27: Wang Bao Bao black oatmeal product, China, 2021

Figure 28: Yu He Ming bulletproof coffee product, China, 2021

PRODUCT USAGE

- **Penetration of traditional formats increased over the past year...**

Figure 29: Product usage, 2022

Figure 30: Product usage – Penetration*, 2021 vs 2022

- **...while niche options demonstrate growth potential**

Figure 31: Bulletproof coffee and milkshake by Ideal Fuel, China, 2022

- **Females show more interest than males in all but one type**

Figure 32: Product usage – Interest in having again or trying all products*, by gender, 2022

Figure 33: Product usage – Interest in having again or trying certain products*, by gender and age, 2022

PURCHASE CHANNELS

- **Online purchasing prevails**

Figure 34: Purchase channels, 2022

- **Target females via selected online channels**

Figure 35: Purchase channels, by gender, 2022

Figure 36: Purchase channels – Online channels, by gender and age, 2022

- **Private channels are more effective in promoting new product formats**

Figure 37: Product usage – Have tried and are interested in having again, by online purchase channels, 2022

CONSUMPTION OCCASION

- **Most product formats are versatile**

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

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

Figure 38: Consumption occasion – Selected categories, 2022

Figure 39: Consumption occasion – Selected categories, 2022

- **Daytime snacking is favoured over late-night occasions**
- **Females prefer dinnertime**

Figure 40: Consumption occasion – Dinner, by gender, 2022

NEW PRODUCT TRIAL

- **Novel flavour and recommendations by acquaintances are the top triggers**

Figure 41: New product trial, 2022

Figure 42: New product trial – TURF analysis, 2022

- **Specialisation is preferred by multi-generation families and consumers who are highly-educated**

Figure 43: New product trial – Designed for specific consumer groups (a), by living situation and education level, 2022

CLAIM TRUST

- **'Plus' claims are more trustworthy than 'minus' ones**

Figure 44: Claim trust, 2022

- **Gen Z and over-50s show higher levels of scepticism**

Figure 45: Claim trust – 'Very credible' or 'somewhat credible', by age, 2022

Figure 46: Claim trust – 'Hard to say', by age, 2022

- **Distrust of 'minus' claims hinders the usage of milkshake powder**

Figure 47: Claim trust – 'Not credible' or 'not credible at all', by product usage of milkshake powder, 2022

INTEREST IN HEALTH FUNCTIONS

- **Immunity and gut health management gain the most interest**

Figure 48: Interest in health functions, 2022

Figure 49: Interest in health functions, by gender, 2022

- **Gen Z ask for energy replenishment and weight management**

Figure 50: Interest in health functions – Top five functions, by age, 2022

- **Highlight slimming effects to improve repurchase rate of milkshake powder**

Figure 51: Interest in health functions, by product usage of milkshake powder, 2022

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

Meal Replacements - China - 2022



Report Price: £3695 | \$4995 | €4400

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

FOOD PERSONA

- **Who are they?**
Figure 52: Food persona, 2022
Figure 53: Food persona, by generation, 2022
- **Critical shoppers believe in authority endorsement and 'no additive' claims**
Figure 54: New product trial – 'Endorsed by authorities (a)', by food persona, 2022
Figure 55: Claim trust – 'No additive', by food persona, 2022
- **Emotional eaters show preference for functions beneficial to gut health and slimming**
Figure 56: Interest in health functions – Top five functions, by food persona, 2022

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviations

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



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)**.