

Plant-based Food - China - 2022

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This report looks at the following areas:

- Key drivers for the plant-based meat market.
- Plant-based meat product innovation trends.
- Consumers' consideration in diet compositions.
- Consumers' key concerns towards animal-based food.
- Consumers' interests in plant-based meat.
- Consumers' attitudes towards plant-based vs animal-based food.

Compared to Western-style foodservice channels that actively promote plant-based meat products, consumers prefer Chinese-style fast food and full-service restaurants, indicating that they expect more localised applications of plant-based meat.

However, the resurgence of the COVID-19 outbreaks (due to Omicron variant) in early 2022, followed by continuous lockdown, may shatter consumers' spending confidence and decimate out-of-home consumption. Due to non-necessity and higher price than conventional meat products, plant-based meat substitutes are more likely to be deprioritised. Moreover, the marketing of novel plant-based meat relying on foodservice channels to gain popularity may be interrupted as out-of-home consumption declines.

As a more balanced diet with both animal-based and plant-based food becomes mainstream, the current strategy of plant-based meat brands to develop perfect meat substitutes and strong bonding between plant-based meat and Western dining culture is not conducive to the development of plant-based meat in China.

Thus, plant-based meat is urged to be integrated into local food culture in China, by collaborating with Chinese-style foodservice channels. Brands can explore the possibility of new positioning of plant-based meat based on demand of segmented consumer groups. For example, plant-based meat



“Consumers’ preference for localised plant-based meat product indicates that it’s time for plant-based meat to move beyond novel ingredient representing Western dietary culture and to be integrated into local food culture. A look into the senior consumer group places opportunity for plant-based foods to intrigue their needs in healthier plant-based protein supplements.”

– Rika Huang, Research Analyst

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products can be positioned as healthier plant-based protein supplements to help the seniors manage their health problem such as three highs.

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