

# Food and Drink Gifting - China - 2023

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## This report looks at the following areas:

- Marketing and innovation resonate with consumers emotionally and culturally
- Consumers' preference for daily gifting scenarios
- Consumers' preference for packaging aesthetic
- Key factors influencing choice when buying food/drink as gift for others vs for oneself
- Food/drink gift buyers' attitudes towards eco-friendly packaging

43% of respondents plan to spend less on food and drink gifts this year. Due to consumers' rising concern about their current financial status and lower confidence in their future outlook, they have become more conservative in spending. This indicates that brands need to focus on purchase factors that consumers are still willing to pay for, such as exquisite packaging and brand and premium ingredients, and provide more flexible gifting options, such as gift cards and small portion gifts for budget-concerned consumers.

Aside from increased uncertainty caused by COVID-19, the highly concentrated competition around traditional festival gifts, especially for the Moon Festival and Spring Festival, also hinder brands from standing out from the fierce competition.

Consumers, skewed towards younger consumers, are active in daily gifting scenarios such as the daily expression of love for friends, and they have well-adopted food and drink as a gift for themselves to lift their mood. Thus, everyday gifting occasions and self-gifting can help brands resonate with consumers and differentiate from competitors. Moreover, consumers embrace regional culture and welcome local speciality in gifting, indicating opportunities for brands to connect with consumers culturally in both communication and product development.



“Uncertainty leads consumers to evaluate their gift-giving spending. To stand out from the fierce traditional festival gifting scenarios, daily caring scenarios providing little blessings and self-gifting used to lift mood can be opportunity for brands.”

– Rika Huang, Research Analyst

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