

# Purchasing Food and Drink for Children - China - 2023

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## This report looks at the following areas:

- Market factors influencing the children's food and drink market.
- New product trends and comparison between global market and China market.
- What food do children eat on a daily basis and between meals?
- How do parents prepare food for their children?
- What parents are most concerned with regarding wellbeing issues and what free-from claims do they look for?

63% of parents feel confused as to whether food and drink is age appropriate for their children. Though milk is the one of the first categories to tap into the children's market, more than half of parents are confused about whether it's necessary. Clearer on-pack signage about age is clearly an urgent need.

Parents still care about eye health, which has been a popular wellbeing concern during the last three years since the COVID outbreak. And yet, China is not among the top three markets to make claims on eye health in children's food and drink products. In addition, dairy is the innovation focus for this claim, meaning that there is opportunity to extend this into other categories.

The biggest challenge this market facing is that the drop of birth rate. The birth rate in 2022 is 6.77 per 1,000 people, down 0.75 thousand points from 2021, according to NBS. The decline of newborns and policies issued in local governments may increase the proportion of busy moms or unmarried moms, forcing brands to rethink their target groups and be more inclusive.

No doubt, the Dietary Guidelines for Chinese School-aged children 2022 and the ever-more segmented industry policies and standards in this market will lay a solid ground for brands to expand into segmented business in the future. Going forward, brands should meet both parents' and children's needs, product-wise and occasion-wise. Ready meals and foodservice will no doubt offer a highly competitive offering. Helping parents to understand their child's



"The Dietary Guidelines for Chinese School-aged children and the drop in the birth rate set both opportunity and challenge for this market. In the future, brands should rethink the target group as the family structure may change as well as exploring business category-wise and occasion-wise by satisfying both parents' and children's needs."

– **Pepper Peng, Senior Research Analyst**

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nutritional needs and to also relay this information to their children will be a crucial "soft power" to competing with this.

### 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.

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## Table of Contents

OVERVIEW

EXECUTIVE SUMMARY

ISSUES AND INSIGHTS

MARKET FACTORS

MARKETING ACTIVITIES

NEW PRODUCT TRENDS

MUST-EAT FOODS

HOW TO PREPARE FOOD

WELLBEING CONCERNS

WHAT TO EAT BETWEEN MEALS

FREE-FROM CLAIMS

BEHAVIOURS OF PREPARING FOOD AND DRINK FOR CHILDREN

APPENDIX – METHODOLOGY AND ABBREVIATIONS

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