

# Meat Snacks – China – 2023

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## This report looks at the following areas:

- Growth outlook and competitive landscape in the meat snack market.
- Noteworthy marketing activities and product innovations.
- Main consumption occasions of meat snacks.
- Consumers' valued health factors and premium attributes of meat snacks.
- Consumers' perception of spiciness towards leading brands' meat snacks.
- Product development ideas and premiumisation strategy.

Organic raw material is the leading attribute held to define a premium meat snack, cited by 58% of respondents. The acknowledgement is the most significant among high earners and the well educated, indicating that brands should invest in organic meat to effectively premiumise their products.

COVID-19 has increased in-home occasions, which has largely driven the robust growth of meat snacks in the past two years. However, the pandemic has also negatively influenced consumers' financial confidence and lowered their demand for meat snacks, slowing down the short-term retail growth.

One of the biggest threats to the meat snack is the competition from other snack categories. Consumers are seeking the balance of healthiness and indulgence when consuming snacks. Meat snack brands are therefore recommended to invest in the taste and healthy attributes to stand out among various snack types.

Opportunities lie in brands' continued effort in specific health claims such as organic and low-fat plant-based meat. Meanwhile, multi-generation families appear to be a high-potential target audience for meat snacks and they are willing to try niche features such as innovative flavours and plant-based meat. Brands can start launching meat snack gift sets to target this specific consumer group.



"The segment is facing slowed-down growth prospect. To spur new growth momentum, brands are recommended to invest in organic claims for premiumisation and to highlight low fat content to advertise plant-based meat snacks. Meat snack gift sets can be launched to target multi-generation families who have interest in meat snacks."

– Joy Yin, Senior Research Analyst

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