

Plant-based Food - China - 2023

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This report looks at the following areas:

- Latest new product trends and market activities
- Promising protein alternatives in the future
- Noteworthy new plant-based positioning direction
- Overseas communications and NPD cases worth learning from
- Gap between consumers' expectations and current offerings.

30% of respondents agree that plant-based meat can help make up for vegetable-source nutrient, 8 percentage points higher than those who disagree. The result indicates plant-based meat products can be positioned as extra sources of vegetable nutrition.

Consumers' financial status and spending confidence has begun to recover in February 2023. However, due to the non-necessity of plant-based meat products, the category is more likely to be deprioritised once uncertainty increases.

Moreover, current positioning of plant-based meat products as meat substitutes has led consumers to have inflated expectation for products' function of imitating real meat. It is not only challenging for plant-based meat products to meet consumers' expectations, but also hard for them to tap into mainstream diet habits that seek dietary diversity.

Simulation remains the most important research and development direction, but brands need to focus on imitating the flavour of real meat, the issue that consumers are most concerned about. Furthermore, new positioning that can appeal to a wider audience is crucial for sustainable growth of plant-based meat. Considering that consumers are not able to increase their vegetable intake due to busy lifestyles, plant-based meat can serve as an extra source of vegetable nutrition.



"Considering the meat substitute positioning of plant-based meat is predominant, simulation of real meat is worthy of being prioritised."

– Rika Huang, Research Analyst

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