

Festive Foods - China - July 2013

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“Thanks to the strong connection between traditional festive food and Chinese festivals, traditional festive food remains popular. Western-style festive food, however, is gaining the momentum in this market, with chocolate as the most popular festive food, showing strong potential for international brands to capture the festive food market.”

– David Zhang, Research Analyst

This report looks at the following areas:

- What are consumers' behaviour and attitudes towards buying festive food as a gift?
- How can imported festive brands tap into both premium and mass market in China?
- What strategies can festive brands take to better fulfil consumers' growing demand for festive food with health benefits?
- How can operators in the festive food market better utilise the fast-growing online channels to reach their prospective and existing consumers more effectively?

Despite the anti-extravagance campaign, premium festive food products still show strong potential, partially fuelled by the social role of gifting in showing respect and building social networks. This echoed with the finding that quality is the most important factor when buying festive food as a gift.

Chinese consumers also show strong interest in innovative festive food products, posing as a potential threat to the traditional festive food brands, which could benefit from developing new festive food products with health benefits.

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