

Breakfast Foods - China - August 2013

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“More nutritionally balanced breakfasts which are also convenient in terms of purchasing, preparation and consumption, and the introduction of organic ingredients, provide key means to differentiate products and help businesses to win consumers’ loyalty.”

– Jade Liu – Senior Research Analyst

This report looks at the following areas:

- What is the current state of the breakfast food market in China and what are the trends behind, drivers of and barriers to growth?
- What are consumers’ behaviour and attitudes towards breakfast food and its distribution channels?
- How can breakfast providers unlock consumers’ hidden breakfast needs?
- How can providers drive further sales through the delivery of convenient breakfasts?
- What are the challenges and opportunities in the organic breakfast food market?

The China breakfast market has grown significantly over the past few years. This reflects breakfast being deep-rooted into Chinese culture, the rise in disposable income and the increase in discretionary spending on dining out for breakfast. These are expected to continue to fuel robust growth.

The market is currently fragmented, with various channels, breakfast types and formats available. Despite the market’s great diversity, food safety, accessibility of channels and lack of product innovation are major areas requiring improvement. As consumers increasingly expect breakfast to fit in with their busy lifestyles and to cater to their individual needs, breakfast solutions must be customised to target different demographic groups.

The breakfast market is already undergoing transformation, with the focus shifting away from merely taste-driven offerings and business opportunities lie in meeting the demand for healthy, convenient and safe breakfasts.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market