

Prepared Meals - China - August 2014

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“Busier lifestyle in urban has fuelled demand for prepared meals which are known for convenience. In general, higher tier cities/incomes/education consumers show higher demand in prepared meals. Segment consumption shows more distinctive differences.”

- Eileen Ngieng, Senior Research Analyst

This report looks at the following areas:

- What can brands do to build consumption confidence?
- How can brands use transparent packaging to uplift fresh and healthier image?
- What more to venture into “convenient” aspects?
- Can multipacks appeal better to both families and singles?
- Can steam cooking be the answer to nutritious prepared meals?

The core consumers for Chinese style prepared meals which include frozen/chilled dumplings/wontons, frozen/chilled buns and ready-made congee are families with children, whereas ready meals/noodles/rice including chilled/frozen/ room temperature that only requires heating are more appealing to younger singles. Western style prepared meals see increase uptake with higher incomes. There is also an increasing trend of purchasing via online.

There is still a wide range of potential to better meet consumers’ demand for convenience, ranging from user-friendly packaging, ease of preparation methods and accessible portability.

At the same time, consumers are increasingly emphasizing on the health and freshness factors of prepared meals. Prepared meals often face competition from home-cooked food and dining out, suggesting imitation from these recipes and methods of preparation, such as steam cooking could boost frequency usage. Reduce negative health concerns to build consumption confidence via product awareness through respectful events/personnel whereas transparency packaging could build a healthy and fresh image.

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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

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Companies and Brands

Zhengzhou Sanquan Food Co., Ltd.
 General Mills, Inc.
 Zhengzhou Syneer Food Co., Ltd.
 Nestlé S.A.
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 Dr Oetker Ltd

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