

Biscuits, Cookies and Crackers - China - March 2017

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“Indulgence has been a main driver of biscuit consumption. Rather than a piece of heavy and intensively sweet biscuit, Chinese consumers define indulgence as lighter bites that are crispy, with multiple flavour and texture experiences, and are suitable to pair with their drinks.”

Ching Yang, Senior Research Analyst

This report looks at the following areas:

- **Less is more: the rise of thin biscuits**
- **Breakfast biscuits 2.0**
- **Spice up the savoury biscuit/cracker aisle**

Covered in this Report

This Report examines China’s retail market for biscuits. Market size comprises sales through all retail channels including direct to consumers. Mintel divides the biscuit market into two segments:

- **Savoury biscuits: this includes crisp breads/crisp rolls, savoury rusks, savoury wafers, toasted breads and French toast and other savoury crackers.**
- **Sweet biscuits: this includes sweet wafers, sandwich biscuits, chocolate biscuits, gingerbread, waffles, cookies, assortments and other sweet biscuits.**

* rice-based crackers are excluded.

** the retail market size excludes sales of unpackaged/unwrapped products, and also excludes sales via on-trade channels (ie those sold in cafés, hotels and restaurants or those made into other products such as frozen desserts).

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DID YOU KNOW?

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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