

Breakfast Foods - China - May 2018

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“Nutrition and safety are the two basic requirements for consumers when choosing breakfast. While the market value will certainly keep growing, the impetus to drive more business opportunities lies in providing convenience and saving time on preparing breakfast; moreover businesses may have an opportunity of adding more diversity to Chinese consumers’ breakfast table.”
Loris Li, Associate Director, Food & Drink

This report looks at the following areas:

- Convenience store dominance grows
- At-home breakfast needs diversification
- Standardisation of breakfast is a long-term perspective

China’s breakfast market was worth over RMB 1.5 trillion in 2017, and is expected to continue with steady growth over the next five years. Consumers’ growing health awareness and increasing income levels will drive them to better quality food and drinks as well as bring back home more types of food and drink to serve as breakfast. Urbanisation and industrialisation will present more opportunities for businesses to explore further in the breakfast market. Consistent quality, taste and even sizes of bun or fried stick will be important not only to drive more sales value but also to build brand awareness.

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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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Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

Total market value is estimated to reach over RMB 2.1 trillion in 2022

Figure 1: Best- and worst-case forecast for breakfast foods, 2012-22

Food price decreased in 2017 but consumers spend more on breakfast both at home and out of home

Figure 2: Best- and worst-case forecast of at-home breakfast spending, 2012-22

Figure 3: Best- and worst-case forecast of out-of-home breakfast spending, 2012-22

Key players

Convenience store breakfast influence continues to grow

Packaged bread and cake have opportunities through improved quality

Cereal brands still need efforts to educate the market

The consumer

Breakfast carts/kiosks and convenience stores keep attracting consumers

Figure 4: Breakfast consumption frequency, by location, February 2018

Consumers spend more on at-home breakfast in 2018 than 2016

Figure 5: Breakfast spending at home, April 2016 and February 2018

Figure 6: Breakfast spending, by location, February 2018

Nutrition, safety and freshness are premium features

Figure 7: Upgrade drivers for breakfast foods, February 2018

Chinese consumers welcome hot breakfast

Energy boost breakfast: a missing opportunity

Figure 8: Breakfast needs on weekdays, February 2018

Figure 9: Breakfast needs on weekends, February 2018

Figure 10: Breakfast needs with families, February 2018

Authentic Chinese breakfast is the mainstream but fusion foods have chance depending on channels

Figure 11: Consumers' interest in fusion foods for breakfast, February 2018

It's good to see consumers' growing awareness of protecting the environment

Figure 12: Consumers' expectation of breakfast delivery, February 2018

What we think

Issues and Insights

Convenience store dominance grows

The facts

The implications

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At-home breakfast needs diversification

The facts

The implications

Standardisation of breakfast is a long-term perspective

The facts

The implications

The Market – What You Need to Know

Total spending on breakfast in 2017 has exceeded RMB 1.5 trillion

Food price decreased but consumers are trading up on breakfast

Industrialisation together with urbanisation drives the market growth

Market Size and Forecast

Breakfast spending grows higher and stably

Figure 13: Breakfast spending, China, 2012-17

Per capita spending keeps growing

Figure 14: Per capita breakfast spending per day, RMB, 2011-17

Figure 15: Year-on-year increase of average food price, 2011-17

Look forward to a market value of over RMB 2 trillion in 2022

Figure 16: Best- and worst-case forecast for breakfast foods, 2012-22

Market Drivers

The diversification of the breakfast occasion

Urbanisation motivates out-of-home breakfast spending

Market Segmentation

At-home breakfast robust

Figure 17: Best- and worst-case forecast of at-home breakfast spending, 2012-22

Out-of-home breakfast even stronger

Figure 18: Best- and worst-case forecast of out-of-home breakfast spending, 2012-22

Key Players – What You Need to Know

Convenience stores will remain popular breakfast channels

The rise of domestic packaged bread brands

Cereal products can find chance in the market

Competitive Strategies

Sanquan launches business-to-business project

Convenience store provides customisation experience

Figure 19: Breakfast collection service provided by Bianlifeng in Beijing, China

Apply popular flavours in breakfast foods

Figure 20: Golden Sandy Rice Roll by KFC, China

Toly – rely on traditional distribution

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Who's Innovating?

Brands are promoting packaged bakery products with better quality for at-home breakfast

Figure 21: Packaged bread and cake by Daliyuan, China

Figure 22: New launches in bread and bread products category, by selected flavour, China, 2015-17

Figure 23: Premium biscuit project launched by Three Squirrels in 2018

Cereal brands appeal to nutrition and health benefit

Figure 24: New launches in breakfast cereal category with fruit ingredient, China, 2015-17

Figure 25: New Launches in cereal category with TCM and superfood as ingredients, China

Overnight oats are popular in Western countries

Figure 26: Examples of overnight oat products in Western market

Starbucks launched Greek yogurt in mid-2017

Figure 27: Greek yogurt by Starbucks, China

The Consumer – What You Need to Know

Spending on breakfast at home has increased hugely

Tradition can't change easily – breakfast has to be warm or hot

Fusion food attracts consumers on certain channels

Breakfast Consumption Frequency

Frequency of breakfast at home fluctuates

Figure 28: Breakfast consumption frequency, by location, February 2018

Figure 29: Breakfast consumption frequency, at home, 2016-18

Breakfast carts/kiosks and convenience stores keep attracting consumption

Figure 30: Breakfast consumption frequency, breakfast kiosks, 2016-18

Figure 31: Breakfast consumption frequency, convenience stores, 2016-18

Two other places have potential to grow further

Breakfast Spending

Breakfast at home or breakfast carts/kiosks usually costs up to RMB 10

Coffee houses and casual dining restaurants occupy the high end

Figure 32: Breakfast spending, by location, February 2018

Consumers spend more for breakfast at home than 2016

Figure 33: Breakfast spending at home, April 2016 and February 2018

Premiumisation Opportunity

Nutrition, safety and fresh are premium features

Figure 34: Upgrade drivers for breakfast foods, February 2018

Time saving and convenience means much for breakfast

Customisation attracts women aged 20-39 and men aged 25-29

Figure 35: Upgrade drivers, customisable to one's taste, by gender and age, February 2018

Breakfast Needs by Occasion

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Weekdays need filling and energy-boosting breakfasts

Figure 36: Breakfast needs on weekdays, February 2018

Demands on weekends and with families are similar

Figure 37: Breakfast needs on weekends, February 2018

Figure 38: Breakfast needs with families, February 2018

Breakfast has to be hot – tradition can't change easily

Consumers' Interest in Fusion Foods

Tradition still dominates the Chinese breakfast table...

Figure 39: Consumers' interest in fusion foods for breakfast, February 2018

...but interests widen with spending and channels

Figure 40: Consumers' interest in fusion foods for breakfast, by spending in fast food chains, February 2018

Figure 41: Consumers' interest in fusion foods for breakfast, by spending in casual dining restaurants, February 2018

Opportunities for Breakfast Delivery Service

Warm breakfast is everything

Awareness of environmental friendliness grows

Demand for punctuality reflects need for time saving

Willingness to pay for delivery services indicates opportunity

Figure 42: Consumers' expectation of breakfast delivery, February 2018

Meet the Mintropolitans

Mintropolitans have higher interest in fusion foods

Figure 43: Consumers' interest in fusion foods, by consumer classification, February 2018

Mintropolitans need breakfast which is energy-boosting

Figure 44: Breakfast needs on weekdays, by consumer classification, February 2018

Figure 45: Breakfast needs with families, by consumer classification, February 2018

Mintropolitans are more willing to pay for breakfast delivery

Figure 46: Consumers' expectation of breakfast delivery, by consumer classification, February 2018

Appendix – Market Size and Forecast

Figure 47: Total spending on breakfast foods, China, 2012-22

Appendix – Market Segmentation

Figure 48: Total spending on breakfast foods, by segmentation, China, 2012-22

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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