

Nuts and Seeds - China - September 2019

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“The slowing down of the nuts and seeds market should not be interpreted as saturation; instead, the opportunities for further stimulating growth lie in making nuts and seeds more compatible with other food and drink categories as ingredients and even bases. BFY nuts and seeds is another opportunity as they can meet the unmet needs of sophisticated consumers.”

– **Crystal A, Research Analyst, Food and Drink**

This report looks at the following areas:

- **Raise nuts and seeds' attractiveness among seniors**
- **Potential for BFY nuts and seeds**
- **Is brand differentiation workable?**

The nuts category is the most popular category in the snack market of China at present, thanks to its healthy image and positioning as a tasty snack. Seeds, as a traditional Chinese snack category, enjoy a lower but stable growth. The nuts and seeds market is likely driven by consumers' growing awareness of healthy snacking and the increase of the middle-class as its main consumer group.

ChaCheer leads the market thanks to its dominating position in the seeds segment. Top players in the snacking category, including Three Squirrels, Be & Cheery and Bestore also perform well in this market. Product homogeneity is a major feature of the nuts and seeds market and finding a precise brand positioning is an essential strategy for the key players to consider.

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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

Though growth slows down, it is still a promising market

Figure 1: Best- and worst- case forecast for nuts and seeds, by value, China, 2014-24

Nuts segment enjoys higher growth rate than that of seeds

Figure 2: Best- and worst- case forecast for nuts, by value, China, 2014-24

Figure 3: Best- and worst- case forecast for seeds, by value, China, 2014-24

Companies and brands

ChaCheer leads the market by virtue of advantages in both segments

Figure 4: Leading companies' share of nuts and seeds market, China, 2018

Top players' competitive strategies start to diverge

Opportunity for 'natural' nuts

The consumer

Fresh vegetables or fruits are welcomed across all ages; nuts and seeds need to arouse interest from the younger generation

Figure 5: Consumption trends, China, May 2019

China's traditional nuts are more popular

Figure 6: Usage of subcategories, China, May 2019

Consumers do not stick to one brand even for similar products

Figure 7: Brand penetration, China, May 2019

Nutritional value of nuts and seeds are widely acknowledged

Figure 8: Perceptions towards positive/negative effects, China, May 2019

Familiar products get more interest

Figure 9: Innovation opportunities, China, May 2019

Mixed nuts and seeds products have become the mainstream

Figure 10: Attitudes towards nuts and seeds, China, May 2019

What we think

Issues and Insights

Raise nuts and seeds' attractiveness among seniors

The facts

The implications

Figure 11: Product examples of nuts product highlight good for cardiovascular and digestion, USA and Australia, 2019

Potential for BFY nuts and seeds

The facts

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The implications

Figure 12: Product example of nuts product highlights the process technology of storing nutrients, USA, 2019

Figure 13: Product examples of nuts product with "plus" claims, China and India, 2019

Is brand differentiation workable?

The facts

The implications

The Market – What You Need to Know

A promising market

High-quality consumer groups accelerate the trend of premiumisation

Nuts segment still enjoys significant growth

Market Size and Forecast

Though growth slows down, it is still a promising market

Figure 14: Retail value and growth rate of the nuts and seeds market, China, 2015-19

The total market value of nuts and seeds is estimated to reach RMB280.3 billion in 2024

Figure 15: Best- and worst- case forecast for nuts and seeds, by value, China, 2014-24

Market Drivers

Healthy snacking proves prevalent

High-quality consumer groups have accelerated the trend of premiumisation

The Sino-US trade dispute may bring price increases, but also changes in products structure

Market Segmentation

Nuts segment still enjoys significant growth

Figure 16: Best- and worst- case forecast for nuts, by value, China, 2014-24

ChaCheer dominates the seeds segment

Figure 17: Best- and worst- case forecast for seeds, by value, China, 2014-24

Key Players – What You Need to Know

ChaCheer leads the market by virtue of advantages in both segments

Top players' competitive strategies start to diverge

Opportunity for "natural" nuts

Market Share

ChaCheer leads the market by virtue of advantages in both segments

Figure 18: Leading companies' share of nuts and seeds market, China, 2018

Though dominates the nut market, Three Squirrels is cutting down the share of nuts in its revenue stream

Figure 19: Nuts products' share of Three Squirrels' total revenue, China, 2016-18

Wolong occupies more shares with hero product

Figure 20: Wolong daily nuts' content marketing in hot TV series "doutinghao", China, 2019

Competitive Strategies

Adopt omni-channel strategy to reach more consumers

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Be & Cheery's first offline store in Hangzhou, China, 2019

Strengthen capability in the supply-chain to create unique items

Figure 22: Bestore's sunflower seeds highlights on supply-chain management, China, 2019

Going to public may bring benign competition

Who's Innovating?

Global innovation highlights

Potential for going nuts as sweet snacks

Figure 23: Top 10 flavour groups of new launches in the nut category, global, 2016-19 (to August)

Figure 24: Product examples of dessert-inspired sweet nuts, South Korea and USA, 2018

Promote nuts and seeds' inherent plant protein content

Figure 25: Graze Veggie Protein Power highlights protein on its packaging, UK, 2019

China (incl. Taiwan) innovation highlights

Opportunity for "natural" nuts

Figure 26: Natural claim as % of new launches in the nut category, China vs global, 2016-19 (to August)

Figure 27: Viridis Vivus Pistachio is said to be healthy, natural, and contains no bleaching agents or preservatives, Taiwan, 2018

Spring up of nuts- and seeds-based food and drink

Figure 28: Products examples of nuts-based drinks, China, 2018-19

The Consumer – What You Need to Know

More nuts, also means more seeds and more dried fruits

China's traditional nuts are more popular

Consumers do not stick to one brand for similar products

Consumption Trends

Fresh vegetables or fruits are welcomed across ages; nuts and seeds need to arouse interests from younger generation

Figure 29: Consumption trends, China, May 2019

Figure 30: Consumption trends, selected foods – Eating more, by age, China, May 2019

More nuts, also means more seeds and more dried fruits

Figure 31: Consumption trends, selected foods – Eating more, by gender, China, May 2019

Usage of Subcategories

China's traditional nuts are more popular

Figure 32: Usage of subcategories, China, May 2019

Figure 33: Usage of subcategories – Selected subcategories, by city tier, China, May 2019

Females are more into trendy nuts

Figure 34: Usage of subcategories – Selected subcategories, by gender, China, May 2019

The youngest and the oldest are the main consume groups

Figure 35: Usage of subcategories – Selected subcategories, by age, China, May 2019

Brand Penetration

E-commerce brands enjoy higher penetration rates

Figure 36: Brand penetration, China, May 2019

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Consumers do not stick to one brand for similar products

Figure 37: Brand penetration – Selected brands, by brand users, China, May 2019

Wolong for nuts while ChaCheer for seeds

Figure 38: Usage of subcategories – Selected subcategories, by brand, China, May 2019

Figure 39: Usage of subcategories – Selected subcategories, by brand, China, May 2019

Perceptions towards Positive/Negative Effects

Nutrition value of nuts and seeds are widely acknowledged

Figure 40: Perceptions towards positive/negative effects, China, May 2019

The opportunity for better-for-you nuts and seeds offerings

Figure 41: Perceptions towards positive/negative effects – Selected effects, by gender, China, May 2019

Innovation Opportunities

Familiar products get more interest

Figure 42: Innovation opportunities, China, May 2019

Figure 43: Innovation opportunities – Selected products, by age, China, May 2019

Western-style nuts and seeds products hold potential among high earners

Figure 44: Innovation opportunities – Selected products, by monthly personal income, China, May 2019

Attitudes towards Nuts and Seeds

Mixed nuts and seeds products have become the mainstream

Figure 45: Attitudes towards nuts and seeds, China, May 2019

Position nuts and seeds as gifting foods

Figure 46: Attitudes towards nuts and seeds, China, May 2019

Is there any opportunity for targeting lower earners?

Figure 47: Attitudes towards nuts and seeds, China, May 2019

Meet the Mintropolitans

Mintropolitans are increasing their consumption in this market

Figure 48: Consumption trends, by consumer classification, China, May 2019

Mintropolitans are purchasing from more brands

Consuming nuts and seeds has become a lifestyle choice for Mintropolitans

Figure 49: Attitudes towards nuts and seeds, by consumer classification, China, May 2019

Appendix – Market Size and Forecast

Figure 50: Total market value of nuts and seeds, China, 2014-24

Appendix – Market Segmentation

Figure 51: Total market value of nuts, China, 2014-24

Figure 52: Total market value of seeds, China, 2014-24

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

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Abbreviations

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