

Breakfast Foods - China - June 2019

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“With the fusion of retail and foodservice, the at-home breakfast and out-of-home breakfast markets are blurring and both are experiencing upgrade on all fronts (eg supply chain, food safety). Looking ahead, the future breakfast market will be further fragmented as more players are entering”

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

This report looks at the following areas:

- Tapping into the “snackification” trend for breakfast foods
- Lure young consumers with convenience-led services
- Utilise pairing drinks to attract traffic and increase average spending

By 2019, total consumer spending on breakfast foods will reach RMB1,754 billion in China at a growth rate of 7.3%, with the influence of growing food CPI. The total breakfast market is driven by consumers’ increasing demands for more nutritious breakfast foods. Meanwhile, consumers also need more convenient breakfast solutions as busy lifestyles are squeezing the time for breakfast. In this situation, more players are entering the market with different product or service formats.

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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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