

Purchasing Food And Drink For Children - China - December 2019

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This report looks at the following areas:

- Premiumisation is the key to sustain a shrinking market
- Permissible indulgence will keep unhealthy food and drink on the table
- Highlighting nutritional value and daily intake advice to help parents fight off overweight and obesity

While the growth of the child population is slowing down, this market is likely to sustain due to the unstoppable trend towards premiumised children's food and drink, which is driven by parents' rising health awareness, reflected in a preference for fresh, nutritional and functional products. The recent rise of common health issues in the child population also urges brands, companies and manufacturers to upgrade current products to ensure children have an abundant selection of healthier, cleaner products which are tasty and come with additional health functionality that supports age-specific growth needs. A hurdle for marketers is helping parents to realise the importance and effectiveness of feeding their kids with specifically designed products curated for their tender tummies.



"The shrinking child population and the growing issue of childhood obesity in China is pressuring brands and companies to help parents with premiumised food and drink which accentuates naturalness, nutrient-dense, and functionality in weight management."

- Wenxin Xu, Senior Analyst

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