

Breakfast Foods - China - September 2020

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This report looks at the following areas:

- Opportunities for breakfast cereal with functional benefits in post COVID-19
- Provide time-pressed younger urbanites with more convenient and efficient breakfast solutions
- Localization can work as a way to promote consumption

Mintel estimates the market value of breakfast foods (including in-home and out-of-home) will reach RMB1,872 billion by the end of 2020, with a CAGR of 7.0% from 2015-20. China's breakfast market is still a key market but it also attracts all types of players, with fierce competition from packaged food and drink products, foodservices, and more importantly online and offline retailers. The total market is driven by continuous urbanisation as well as consumers' rising disposable income level. Digitalization empowers retailers and foodservice operators to provide busy urbanites with efficient breakfast solutions.

Time pressure is the primary reason for skipping breakfast. Though perceptions towards a nutritious breakfast vary by region, the importance of rich protein is widely recognized. Oatmeal products, especially mixed oatmeal, hold the potential to diversify consumption occasions. In terms of innovation, supportive of gut health remains the top feature capturing consumers' interest.



"During the outbreak, more consumers have taken breakfast at home, which provides good opportunities for retail products. By leveraging digitalization, players are endeavouring to meet the breakfast needs of every consumer by building up convenient breakfast service facilities."

- Zhenni Wu, Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Covered in this Report

EXECUTIVE SUMMARY

- **The market**
- **Total breakfast spending is estimated to reach RMB2,549 billion in 2025**
Figure 1: Total market value of breakfast foods market, China, 2020-25
- **COVID-19 fuels in-home breakfast consumption**
Figure 2: Forecast of in-home breakfast spending (taking COVID-19 into consideration), China, 2015-25
Figure 3: Forecast of out-of-home breakfast spending (taking COVID-19 into consideration), China, 2015-25
- **Impact of COVID-19 on breakfast foods**
Figure 4: Summary of impact of COVID-19 on in-home and out-of-home breakfast foods
- **Companies and brands**
- **Digitalization empowers retailers to provide an efficient breakfast solution**
- **Forge value-for-money image to expand user bases**
- **Packaged brands meet the quest for freshness and nutrition**
- **Cereal new launches with nutrients fortified and functional benefits increase in numbers in China**
- **Global trends: brands improve the health credentials of cereal products and create pleasure by offering novelty**
- **The consumer**
- **COVID sparks a resurgence in home cooking; breakfast foods stores/mobile stalls remain the mainstream out-of-home choice**
Figure 5: Breakfast consumption frequency by place, April 2020
- **Different vendors have different average spending**
Figure 6: Average spending by breakfast location, April 2020
- **Time pressure and poor appetite are top reasons for skipping breakfast**
Figure 7: Reasons for skipping breakfast, April 2020
- **Regional difference influences perceptions of a nutritious breakfast**
Figure 8: Foods expected in a nutritious breakfast meal, April 2020

What's included

- Executive Summary
- Full Report PDF
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- **Tapping into the 'snackification' trend of mixed oats**
Figure 9: Consumption occasions for pure oatmeal and mixed oatmeal, April 2020
- **Functional benefits are much valued**
Figure 10: Interested innovations on mixed oatmeal, April 2020
- **What we think**

ISSUES AND INSIGHTS

- **Opportunities for breakfast cereal with functional benefits in post COVID-19**
- **The facts**
- **The implications**
Figure 11: % of new launches claimed with "vitamin/mineral fortified" and "high/added protein", China, 2016-20 (till July)
Figure 12: Product example, Hungary, 2019
- **Provide time-pressed younger urbanites with more convenient and efficient breakfast solutions**
- **The facts**
- **The implications**
Figure 13: Product example, Global
Figure 14: Yixiaotu's mobile breakfast vans, China, 2020
- **Localization can work as a way to promote consumption**
- **The facts**
- **The implications**
Figure 15: KFC's bean curd, China, 2020

THE MARKET – WHAT YOU NEED TO KNOW

- **Consumers' breakfast spending is projected to reach RMB1.9 trillion by 2020**
- **Continuous urbanisation, government policy and new retailing are the driving forces**
- **In-home consumption experiences a surge in growth rate**

MARKET SIZE, SEGMENTATION AND FORECAST

- **Overall, breakfast spending enjoys stable growth from 2015-20**
Figure 16: Breakfast spending, China, 2015-20
Figure 17: Financial confidence, China, March – September 2020
- **Market growth momentum is expected to continue**
Figure 18: Total market value of breakfast foods market, China, 2020-25

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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MARKET FACTORS

- **Continuous urbanisation prompts market's expansion**
Figure 19: Urbanisation and per capita disposable income, China, 2015-19
- **City's Breakfast Project goes into full swing**
- **New retailing opens up more possibilities for breakfast consumption**
- **Outbreak of COVID-19 brings lots of uncertainties to bricks-and-mortar businesses**

MARKET SEGMENTATION

- **In-home consumption: a noticeable surge in growth rate in 2020**
Figure 20: Forecast for market value of breakfast foods - in home, China, 2020-25
- **COVID-19 makes out-of-home consumption volatile**
Figure 21: Forecast for market value of breakfast foods - out of home, China, 2020-25

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Riding the trend of digitalization, retailers provide efficient breakfast services**
- **Forge value-for-money image**
- **Packaged brands highlight freshness and nutrition**
- **Global cereal brands seek sugar reduction solutions and embrace clean label trend**

COMPETITIVE STRATEGIES

- **Retailers and foodservice**
- **Convenience stores compete with extensive offerings and self-service devices**
Figure 22: Convenience stores examples, China
- **Retailers open Pick'n Go breakfast service**
Figure 23: Pick'n Go service, China
- **McDonalds focuses on establishing value-for-money image**
Figure 24: McDonalds' Breakfast Card and OH MY Card, China
- **Premium hotels adapt themselves by offering affordable priced breakfast in the post-COVID world**
- **Packaged brands**
- **Ready meal brands embrace short-shelf-life**
- **Competition in breakfast cereal gets intense**
Figure 25: Growing claims in breakfast cereal category, China, 2016-20 (till July)

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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WHO'S INNOVATING?

- **Cross category brands step into the morning occasion**
Figure 26: Product examples, China
- **Brands ride on the "plant-based" trend**
Figure 27: Product examples, China
- **Breakfast cereals can be prepared in an easier way**
Figure 28: % of new launches with the claim of 'easy of use', China, 2016-20 (till July)
Figure 29: Product examples, Global
- **Breakfast cereal evolves into more unique flavours**
Figure 30: Product example, Global
Figure 31: Product examples, Global
- **Global cereal brands offer guilt-free & better-for-you choices**
Figure 32: % of new launches with "better-for-you" claims in the breakfast cereal category, Global, 2016-20 (till July)
Figure 33: Product examples with low/reduced sugar recipe. Global
Figure 34: Produce examples feature "clean label", Global

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Breakfast stores/mobile faces competitions from convenience stores**
- **Time pressure is the primary reason for skipping breakfast**
- **Gut-friendly and fortified with dietary fiber are key interested features of cereal products.**

CONSUMPTION FREQUENCY

- **Breakfast stores/mobile stalls remain popular choices**
Figure 35: Consumption Frequency, April 2020
- **Breakfast at home enjoys resurgence under COVID-19**
Figure 36: New habits - cook at home, March to July, 2020
- **Besides, convenience stores and bakery houses are two channels own the most weekly visits**
Figure 37: Consumption frequency - selected channels, April 2020
- **Online delivery and coffee shops are struggling**

AVERAGE SPENDING

- **Convenience stores compete with breakfast foods stores/mobile stalls with offering cost-effective choices**
Figure 38: Average spending, April 2020
Figure 39: Financial status, March to September, 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Bakery houses and Chinese food chain stores are battling for the mid-to-high price range**
- **Coffee shops and western food chain stores occupy the high-end breakfast market**

REASONS FOR SKIPPING BREAKFAST

- **Young consumers compromise on breakfast because of time pressure**

Figure 40: Reasons for skipping breakfast, April 2020

Figure 41: Reasons for skipping breakfast - selected reasons, by age groups, April 2020

- **Poor morning appetite keeps females aged 18-24 from taking breakfast**

Figure 42: Skipping breakfast for the reason of no appetite, by age & gender, April 2020

Figure 43: Product example

- **Lower tier cities ask for a wider variety of breakfast types**

Figure 44: Skipping breakfast for the reason of limited types of breakfast provided by channels frequently visited, by city tier, April 2020

PERCEPTION OF A NUTRITIOUS BREAKFAST

- **Protein sets the foundation of a nutritious breakfast meal**

Figure 45: Foods expected in a nutritious breakfast meal, April 2020

- **Western-style packaged breakfast foods are encouraged to formulate with rich protein**

Figure 46: Foods should be included in a nutritious breakfast meal - selected Western-style foods, by monthly personal income level, April 2020

Figure 47: Bread, cakes and pastries with high protein content

- **Perceptions towards nutritious breakfast food types vary by region**

Figure 48: Foods should be included in a nutritious breakfast meal, by region, April 2020

CONSUMPTION OCCASIONS FOR DIFFERENT OATMEAL

- **Oatmeal products own a significant penetration rate overall**

Figure 49: Consumption occasions for pure oatmeal and mixed oatmeal, April 2020

Figure 50: Product example, USA, 2020

- **Opportunity to probe into snacking occasions**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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INTERESTED FEATURES

- **Supportive to gut health is the prominent hook for families with kids**

Figure 51: Interested innovations on mixed oatmeal, April 2020

Figure 52: % of new launches with the claim of digestive function in breakfast cereal category, China, 2016-2020 (till July)

- **Female consumers are much into “plus” claims**

Figure 53: Interested features-selected features, by gender, April 2020

- **Attract consumers from mid-west region with diversified flavours**

Figure 54: Interested in variety in flavour choice, by region, April 2020

- **Demands for vitamins/minerals fortification portable packaging are universal**

Figure 55: % of new launches with the claim of vitamin/minerals fortification and on-the-go in breakfast cereal category, China, 2016-2020 (till July)

MEET THE MINTROPOLITANS

- **MinTs are frequent visitors to coffee shops and Western-style food chain stores for breakfast foods**

Figure 56: Consumption frequency - selected channels, by consumer classification, April 2020

- **Potential to develop mixed oatmeal with functional benefits to target the MinTs**

Figure 57: Consumption occasions of mixed oatmeal, by consumer classification, April 2020

APPENDIX – MARKET SEGMENTATION

Figure 58: Total market value of breakfast foods market, China, 2015-20

Figure 59: Total market value of at-home breakfast foods market, China, 2015-25

Figure 60: Total market value of out-of-home breakfast foods market, China, 2015-25

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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