

# Better For You Packaged Food in China

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## Abstracts

There is increasing consumer awareness of reduced-sugar BFY products in China, with a clear anti-sugar trend among an increasing percentage of the local population, given sugar is associated with ageing, obesity and diabetes. The success of Genki Forest using erythritol in its sugar-free carbonates has been seen as providing a good balance between a sugar-free product that offers a good taste. As a result, more food products are following suit, including yoghurt, biscuits and chocolate. For exam...

Euromonitor International's Better For You Packaged Food in China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Better For You Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Reduced-sugar and reduced-fat products often coming as a combined package

Nestlé continues to lead thanks to the brand's influence and wide accessibility

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