

Fortified/Functional Packaged Food in China

<https://marketpublishers.com/r/FB418C92431EN.html>

Date: April 2022

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: FB418C92431EN

Abstracts

FF baby food continues to account for the bulk of sales within FF packaged food in value terms in China. However, despite the essential nature of these products, sales in this category are being challenged by the continuously falling birth rate and rising awareness of breastfeeding. FF milk formula also faces strong competition from organic milk formula as the latter is positioned as more premium, with a higher price, and is therefore perceived as being better quality. Volume and value sales hav...

Euromonitor International's Fortified/Functional 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: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional 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.

Contents

FORTIFIED/FUNCTIONAL PACKAGED FOOD IN CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

FF milk formula sales continue declining in 2021

Gummies gaining popularity in FF sugar confectionery

Edible beauty on the rise in China

PROSPECTS AND OPPORTUNITIES

Players in FF milk formula will have to change their focus

Snackification trend in dietary supplements benefits FF snacks

FF yoghurt set to see strong growth despite an already large base

CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2016-2021

Table 8 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 9 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 10 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 11 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 12 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 13 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN CHINA

EXECUTIVE SUMMARY

Health and wellness in 2021: Health continues to be a main focus of Chinese

consumers

Fortified/functional categories see development

Packaged food players lead overall health and wellness

Retailing developments

What next for health and wellness?

MARKET DATA

Table 14 Sales of Health and Wellness by Type: Value 2016-2021

Table 15 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Category: Value 2016-2021

Table 17 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 18 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 19 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 20 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 21 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 22 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 23 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 24 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 28 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 29 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Fortified/Functional Packaged Food in China

Product link: <https://marketpublishers.com/r/FB418C92431EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FB418C92431EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970