

HW Staple Foods in China

<https://marketpublishers.com/r/H051C2ECEE17EN.html>

Date: November 2023

Pages: 12

Price: US\$ 990.00 (Single User License)

ID: H051C2ECEE17EN

Abstracts

Amidst heightened awareness amongst Chinese consumers of the adverse effects of excessive sugar consumption, the rise of low sugar and no sugar claims is evident across various product types, particularly staple foods. Within baked goods, traditional Chinese pastries, once laden with high sugar content, have encountered a paradigm shift. Evolving consumer sentiment, paralleled by the principles of the Chinese “Three Reduce” campaign, has spurred brands specialising in these traditional pastries...

Euromonitor International's HW Staple Foods 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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

Why buy this report?

Get a detailed picture of the HW Staple Foods 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

HW Staple Foods in China
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

HW STAPLE FOODS IN CHINA
KEY DATA FINDINGS

2022 DEVELOPMENTS

Concerns about sugar drive category switching and product development

No sugar leads sales in health and wellness staple foods, as “Three Reduce” raises awareness of dangers of overconsumption of sugar

Keto shows positive growth within health and wellness staple foods in 2022 as more consumers follow a specific ketogenic diet

PROSPECTS AND OPPORTUNITIES

Clean label will continue to rise in staple foods

Vegetarian staple foods to show growth in health and wellness staple foods, as these are consumed by a wider group than just vegetarians

Good source of omega 3s expected to record a rise in sales as consumers look to improve their general health

CATEGORY DATA

Table 1 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 4 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 6 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 7 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

2022-2027
HEALTH AND WELLNESS IN CHINA
EXECUTIVE SUMMARY
Overview
DISCLAIMER

I would like to order

Product name: HW Staple Foods in China

Product link: <https://marketpublishers.com/r/H051C2ECEE17EN.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/H051C2ECEE17EN.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