

Savoury Snacks in China

<https://marketpublishers.com/r/SE365CBF4E8EN.html>

Date: June 2024

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: SE365CBF4E8EN

Abstracts

Savoury snacks in China is set to see a slowdown in retail current value growth in 2024, even though the growth rate in 2023 was already minimal. Overall economic slowdown in China and increasing uncertainty about the future have driven consumers towards conservatism. The tightening budgets of Chinese consumers and their heightened focus on cost-effectiveness in commodity goods are compelling companies to reduce prices without compromising on quality, offering higher value for money. Coupled wit...

Euromonitor International's Savoury Snacks in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

Get a detailed picture of the Savoury Snacks 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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Euromonitor International
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