

# Snack Bars in China

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## Abstracts

Snack bars continued to have only low sales in China, mainly due to limited product awareness. Sales are thus hindered by a small consumer base, with sales being strongest among young urban women, and by a small number of brands. There was also little marketing support for snack bars towards the end of the review period, with only a few companies having a strong presence and investing little in advertising or educating consumers about snack bars.

Euromonitor International's Snack Bars in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Breakfast Bars, Energy and Nutrition Bars, Fruit Bars, Granola/Muesli Bars, Other Snack Bars.

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

### Why buy this report?

Get a detailed picture of the Snack Bars 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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Executive Summary

Packaged Food Registers Healthy Sales Growth in 2014

Healthy Packaged Food Continues To Gain Popularity in China

Domestic Players Provide Strong Competition To Multinationals

Supermarkets Continue To Lead But Face Growing Competition

Good Value Growth Expected Over Forecast Period

Key Trends and Developments

Subsidised Soybean Procurement Price To Affect Unit Price for Key Products

Relaxation of Government's One-child Policy Boosts Baby Food

Consumers Continue To Trade Up Despite Slowing Economic Growth

Foreign Companies Increasingly Face Food Safety Scandals

Territory Key Trends and Developments

East China

Mid China

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