

MARKET INNOVATION OVERVIEW

CATEGORY: Bread, Pastry & Confectionery | **COUNTRY:** China

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

BREAD, PASTRY & CONFECTIONERY IN ASIA PACIFIC

BREAD AND BREAD PRODUCTS

Sourdough should be explored: Sourdough bread has a reputation of being high quality and artisanal. Given its natural positioning, it can tap into the demand for more authentic bread.

CAKES AND SWEET BAKERY

Tap into permissible indulgence: Embracing traditional and handmade production along with reformulating with less processed and more natural ingredients will appeal to consumers who are concerned about the composition of retail cakes.

BISCUITS, COOKIES AND CRACKERS

Appeal to the health-conscious consumer: Brands can tap into the market for healthier biscuits by celebrating the nutrient content, along with details about the nutrient sources, eg from nuts, grains and seeds or through fortification.

CHOCOLATE

Explore unusual textures: The sound, feel and sensory satisfaction provided by texture is becoming a more important component in chocolate confectionery. This provides an opportunity for brands to adopt more creative approaches to texture.



BREAD, PASTRY & CONFECTIONERY IN CHINA

Market Overview

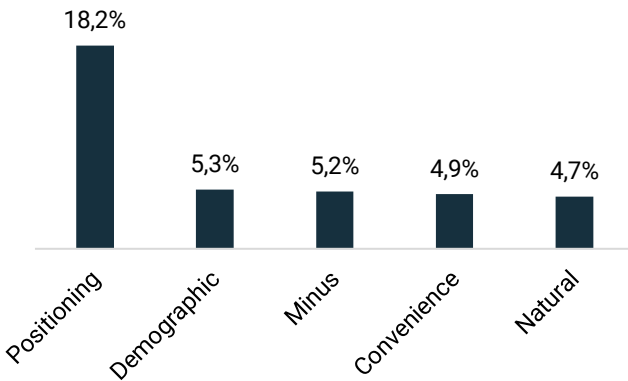
The Chinese bread, pastry and confectionery sector is expected to grow from €70.4 billion in 2018 to €91.8 billion by 2023, at a CAGR of 5.5%. In volume terms, the sector is expected to grow from 12.5 billion kg in 2018 to 14.1 billion kg by 2023, registering a CAGR of 2.4%.

Per capita consumption of bread, pastry and confectionery in China stood at 8.96kg in 2018 and is expected to grow and reach 9.77kg by 2023. Per capita expenditure in China stood at €50.3 in 2018 and is expected to reach €63.78 by 2023. (GlobalData, 2020)

New Product Development Analysis

24% of food products launched in China in 2019 were Bread, Pastry & Confectionery.

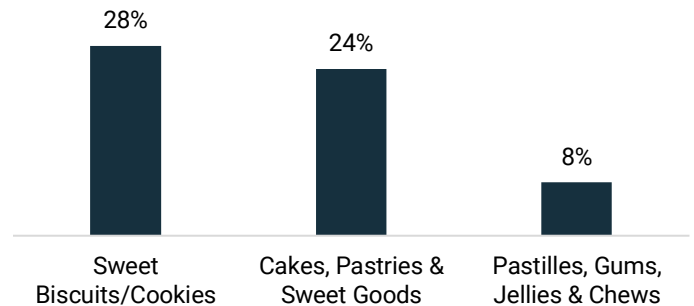
Top 5 Claim Categories of Bread, Pastry & Confectionery product launches, 2019



The 'Social Media' claim, from the 'Positioning' claim category, towered above the rest of the claims. The 'Children (5-12)' claim was in 2nd place, pushing the 'Demographic' category. The 'Minus' category was mostly driven by the 'Sugar Free' claim.

The sub-category that saw the majority of new product launches was the 'Sweet Biscuits/Cookies'. Almost a quarter of the launches belonged to the 'Cakes, Pastries & Sweet Goods', while the 3rd position was for the 'Pastilles, Gums, Jellies & Chews' sub-category.

Top 3 Sub-Categories of Bread, Pastry & Confectionery product launches, 2019



This product retails in a newly designed 383g pack bearing the a WeChat QR code.



This product retails in a 480g pack containing 24 x 20g bear shaped units and bearing a Xiong Da Zhu cartoon design.



These gummies retail in a 125g pack and were available for Halloween 2019.



THE CHINESE CONSUMER

46%

of biscuit/cracker consumers in China associate **sweet biscuits** with **comfort food**



(2018)

of sweet biscuit consumers in China associate **them** with a **variety of flavours**

46%

56%

of adults in China would pay more for a **biscuit that contains ingredients which are good for health** (2019)

(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

BREAD, BAKERY AND CAKES

The future is balanced: That consumers reject fad diets and take a more balanced approach to health indicates continued opportunity in bakery products with positive health qualities. However, producers must find a way to marry health with indulgent qualities.

BISCUITS, COOKIES AND CRACKERS

New sensations: Texture and temperature are the new frontiers when it comes to differentiating sweet and savoury bakery innovations and enticing more adventurous consumers.

CHOCOLATE

"No animal anything" continues to gain ground: The move away from animal continues to drive innovation and capture consumers' attention.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar

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