

MARKET INNOVATION OVERVIEW

CATEGORY: Sweet & Savoury Snacks | **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:

SWEET & SAVOURY SNACKS IN ASIA PACIFIC

SNACK BARS

Be alert about current diet trends: Snack bars which cater to various diets and nutritional needs (eg high protein, vegan) can attract a wider consumer base, and convey a more relevant appeal to consumers.

Innovate around gut health needs : Digestive health claims remain relatively uncommon across most of the Asia Pacific region. This presents opportunities to tap into the growing consumer interest in improving gut health by formulating with digestive-supporting ingredients.

SALTY SNACKS AND FRUIT MIXES

Explore new flavours: Flavour is a major influence on the purchase of snacks. Brands can keep consumers engaged by exploring completely new flavour blends or by adding a twist to old favourites.

Deliver new sensations through texture : Use texture as a way to elevate the sensory experience of eating snacks. There is an opportunity to go a step further by formulating with ingredients which further enhance the sensory appeal, eg getting a fizzy experience from adding bicarbonate soda.



SWEET & SAVOURY SNACKS IN CHINA

Market Overview

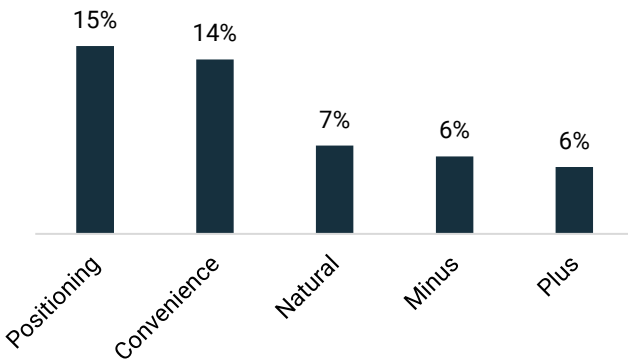
The Chinese sweet & savoury snacks sector is expected to grow from €26.5 billion in 2019 to €34.6 billion by 2024, at a CAGR of 5.5%. In volume terms, the sector is expected to grow from 2.15 billion Kg in 2019 to 2.52 billion Kg by 2024, registering a CAGR of 3.2%.

Per capita consumption of sweet & savoury snacks in China stood at 1.54Kg in 2019 and is expected to grow and reach 1.78Kg by 2024. Per capita expenditure stood at €18.9 in 2019 and is expected to reach €24.4 by 2024. (GlobalData, 2021)

New Product Development Analysis

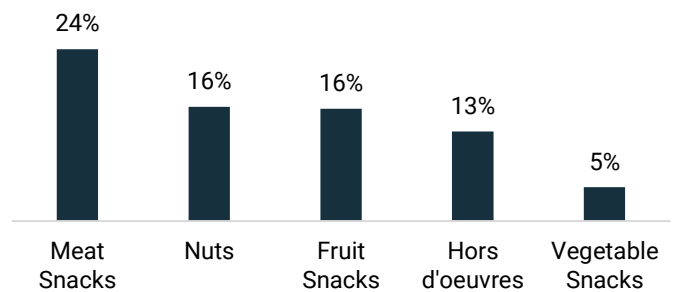
26% of food products launched in China in 2020 were Sweet & Savoury Snacks.

Top 5 Claim Categories in Sweet & Savoury Snacks product launches, 2020



The 'Positioning' claim category was the most used in the sweet & savoury snacks, pushed by the 'Social Media' claim. The 'Convenience' category was right behind, driven by the 'Microwaveable' claim. The 'No Additives/Preservatives' claim was the most featured claim from the 'Natural' category.

Top 5 Sub-Categories in Sweet & Savoury Snacks product launches, 2020



Almost a quarter of the sweet & savoury snacks launched in China belonged to the 'Meat Snacks' sub-category. Both 'Nuts' and 'Fruit Snacks' registered shares of 16%.



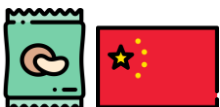
These dried pork slices feature a WeChat reference in the packaging.



This microwavable product retails in a 60g pack bearing serving suggestions



This plum snack contain various natural organic acids and is free from added artificial colours.



THE CHINESE CONSUMER

62%

of Chinese consumers typically snack on Nuts (2018)



28%

of Chinese consumers typically purchase private label savoury snacks (2021)



(GlobalData, 2021)

A GLOBAL LOOK INTO THE FUTURE

Balance health with indulgence: There is significant consumer demand for more nutritious snacks, although the challenge remains in striking the right balance between health and taste credentials.

Cater to specific diet trends: There are opportunities for more snack companies to develop products which cater to specific diets (eg vegan or paleo).

Deliver new sensations through texture: Innovating around texture can be a way of elevating the sensory experience of snacking. Opportunities also exist to formulate with ingredients such as bicarbonate soda, which can deliver a memorably fizzy sensory experience.

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

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