

Savoury Snacks in China

Market Direction | 2022-07-27 | 22 pages | Euromonitor

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Report description:

Being rich in protein and low in fat, seafood snacks have become increasingly popular, as consumers are focusing more on their health, and these products are particularly favoured by pregnant women, and mothers searching for healthy snacks for their children. As more players are entering this category, dynamic product innovation is also providing consumers with more choice than before. For example, Mr. Beaver's was repackaged and saw the creation of more flavours in traditional codfish slices, w...

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 2017-2021, 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 <|Year|> directly informs our forecasts to 2026, 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.

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reliable information resources to help drive informed strategic planning.

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Increasing health awareness and product innovation drive rapid growth in seafood snacks
Flavour innovation and functional additions attract younger generations and office workers
Wang Xiaolu maintains triple-digit growth by expanding offline channels

PROSPECTS AND OPPORTUNITIES

Increasing health awareness and indulgence will support growth in savoury biscuits
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