

## **Snacks in China**

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### **Report description:**

Owing to the implementation of a zero-COVID policy in 2022, and the subsequent relaxation of stringent lockdown measures, in 2023 retail current value sales of snacks are set to experience a resurgence, thereby regaining momentum after a lacklustre performance in 2022. As logistics and offline distribution channels have gradually resumed operations, most snacks categories are anticipated to witness a rebound from their previous decline, facilitated by the restoration of normal product availability...

Euromonitor International's 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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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## Table of Contents:

Snacks in China  
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### List Of Contents And Tables

#### SNACKS IN CHINA

##### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Snacks by Format: % Value 2018-2023

Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CHOCOLATE CONFECTIONERY IN CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Retail value sales of chocolate confectionery rebound

Boxed assortments sees a rebound thanks to the easing of restrictions

Further penetration of sales channels results in the strong performance of premium chocolate confectionery brands

##### PROSPECTS AND OPPORTUNITIES

Launches of functional chocolate confectionery signal an upgraded health trend

Chocolate with a healthy and fun filling can provide consumers with a sensory experience

Summary 2 Other Chocolate Confectionery by Product Type: 2023

##### CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

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Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

## GUM IN CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume sales of gum see a less dramatic decline in 2023

Gum is a highly concentrated category in China

### PROSPECTS AND OPPORTUNITIES

Further penetration of oral care products set to encroach on sales of gum

Functional gum differentiates by targeting specific consumer groups

### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2018-2023

Table 26 Sales of Gum by Category: Value 2018-2023

Table 27 Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 Sales of Gum by Category: % Value Growth 2018-2023

Table 29 Sales of Gum by Flavour: Rankings 2018-2023

Table 30 NBO Company Shares of Gum: % Value 2019-2023

Table 31 LBN Brand Shares of Gum: % Value 2020-2023

Table 32 Distribution of Gum by Format: % Value 2018-2023

Table 33 Forecast Sales of Gum by Category: Volume 2023-2028

Table 34 □Forecast Sales of Gum by Category: Value 2023-2028

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

## SUGAR CONFECTIONERY IN CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value sales of sugar confectionery rebound in 2023, but not to pre-COVID-19 level

Medicated confectionery experiences a surge due to pandemic spread

### PROSPECTS AND OPPORTUNITIES

Gummies with high content of fresh fruit juice and novel texture favoured by Chinese consumers

Emerging distribution channel of snack collective stores has growth potential

Summary 3 Other Sugar Confectionery by Product Type: 2023

### CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 38 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 44 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

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Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sweet biscuits and fruit snacks recover from 2022 declines, but snack bars sees a more significant surge

Freeze-dried fruit snacks drives growth in fruit snacks

Small packaging continues to be the trend in sweet biscuits in 2023

#### PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks set to develop with the health trend

The health trend and sensory experiences will drive innovation in fruit snacks

Protein/energy bars, filled biscuits and wafers to record solid growth

#### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 57 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 58 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 63 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 64 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## ICE CREAM IN CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ice cream maintains strong growth and is the best performing snacks category in 2023

Mars starts local production

Oatly leads the plant-based trend through collaborations with foodservice and retailers

#### PROSPECTS AND OPPORTUNITIES

Ice cream set to continue its growth momentum thanks to favourable weather and increasing competitors

Desserts format targeting sharing occasions to be a potential growth area for ice cream

Soft and unpackaged ice cream to be competitors to impulse packaged ice cream as zero-COVID policy lifted

#### CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2018-2023

Table 70 Sales of Ice Cream by Category: Value 2018-2023

Table 71 Sales of Ice Cream by Category: % Volume Growth 2018-2023

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Table 72 Sales of Ice Cream by Category: % Value Growth 2018-2023  
 Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023  
 Table 74 Sales of Impulse Ice Cream by Format: % Value 2018-2023  
 Table 75 NBO Company Shares of Ice Cream: % Value 2019-2023  
 Table 76 LBN Brand Shares of Ice Cream: % Value 2020-2023  
 Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023  
 Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023  
 Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2019-2023  
 Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023  
 Table 81 □Distribution of Ice Cream by Format: % Value 2018-2023  
 Table 82 □Forecast Sales of Ice Cream by Category: Volume 2023-2028  
 Table 83 □Forecast Sales of Ice Cream by Category: Value 2023-2028  
 Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028  
 Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

## SAVOURY SNACKS IN CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Savoury snacks sees an improved performance in 2023  
 Nuts, seeds and trail mixes recovers from its strong decline in 2022  
 The dish-to-snack trend drives meat snacks to continue its robust momentum

#### PROSPECTS AND OPPORTUNITIES

Demand for spicy flavours and the health trend will drive growth for meat snacks and seafood snacks  
 Rice snacks to maintain stable growth for the next five years

Summary 4 Other Savoury Snacks by Product Type: 2023

#### CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2018-2023  
 Table 87 Sales of Savoury Snacks by Category: Value 2018-2023  
 Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023  
 Table 89 Sales of Savoury Snacks by Category: % Value Growth 2018-2023  
 Table 90 NBO Company Shares of Savoury Snacks: % Value 2019-2023  
 Table 91 LBN Brand Shares of Savoury Snacks: % Value 2020-2023  
 Table 92 Distribution of Savoury Snacks by Format: % Value 2018-2023  
 Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028  
 Table 94 Forecast Sales of Savoury Snacks by Category: Value 2023-2028  
 Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028  
 Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

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