

HW Cooking Ingredients and Meals in China

Market Direction | 2023-11-03 | 14 pages | Euromonitor

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Report description:

In recent years, there has been a notable surge in health-consciousness amongst Chinese consumers. This positive trend can be attributed, in part, to a concerted effort by the government through its "Three Reduce" campaign, which aims to curtail the consumption of sugar, salt, and fat in daily diets. The overarching goal of this initiative is to enhance the overall health and wellbeing of the population. This campaign has yielded tangible results, with an evident shift towards products that prio...

Euromonitor International's HW Cooking Ingredients and Meals in China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the HW Cooking Ingredients and Meals 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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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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HW COOKING INGREDIENTS AND MEALS IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Better for you prevails in cooking ingredients and meals

Vegetarian accounts for the highest sales within health and wellness cooking ingredients and meals as the importance of health rises

Low salt records sales rise due to the impact of "Three Reduce" and resultant health concerns

PROSPECTS AND OPPORTUNITIES

Clean label will be one to watch, as Chinese consumers' awareness of health and food safety rises, while regulations are set to tighten

Vegetarian set to see promising absolute growth in health and wellness cooking ingredients and meals as the consumer base expands

No salt expected to record growth as government campaigns raise health concerns, and legislative pressure is set to intensify

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HEALTH AND WELLNESS IN CHINA

EXECUTIVE SUMMARY

Overview

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