

## **HW Snacks in China**

Market Direction | 2023-11-03 | 12 pages | Euromonitor

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### **Report description:**

Leading up to 2022, the Chinese market exhibited a scarcity of options within dairy free ice cream, with minimal sales activity. However, the landscape underwent a notable transformation in 2022, emerging as a pivotal year, characterised by significant developments. Notably, prominent players in ice cream, including names such as Wall's, Mengniu, and Hong Bao Shi, embarked on trials of plant-based ice cream. Amongst the array of new offerings, one brand particularly stands out for its remarkable...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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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#### HW SNACKS IN CHINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

2022 marks a strong starting point for dairy free ice cream

Although leading health and wellness snacks, no sugar snacks maintains decline due to concerns about over-processing and taste

Due to concerns about health and weight, no fat records positive growth in 2022

##### PROSPECTS AND OPPORTUNITIES

Low fat and no fat set to increase in significance within health and wellness snacks as health concerns rise

High protein set to drive growth as consumers look to maintain or boost their health

Good source of vitamins one to watch as consumers seek to improve their metabolism

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#### HEALTH AND WELLNESS IN CHINA

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Overview

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