

HW Cooking Ingredients and Meals in China

Market Direction | 2024-10-07 | 18 pages | Euromonitor

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Report description:

The surge in health and wellness consciousness in China is becoming increasingly pronounced within cooking ingredients and meals. The inclination towards wellbeing has gained momentum as more consumers prioritise maintaining optimal health, and seek out nourishing options to safeguard against potential health problems - a trend that received an additional boost from the pandemic. In recent times, consumers have been scrutinising their dietary choices more closely, especially in relation to speci...

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 2019-2023, 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 2028 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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HW COOKING INGREDIENTS AND MEALS IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Organic claim sees strong growth as consumers seek to prevent health problems

High fibre sees strong growth as consumers aim to boost their metabolism

PROSPECTS AND OPPORTUNITIES

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

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

Vegan likely to show promise in health and wellness cooking ingredients and meals during the forecast period

CATEGORY DATA

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HEALTH AND WELLNESS IN CHINA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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