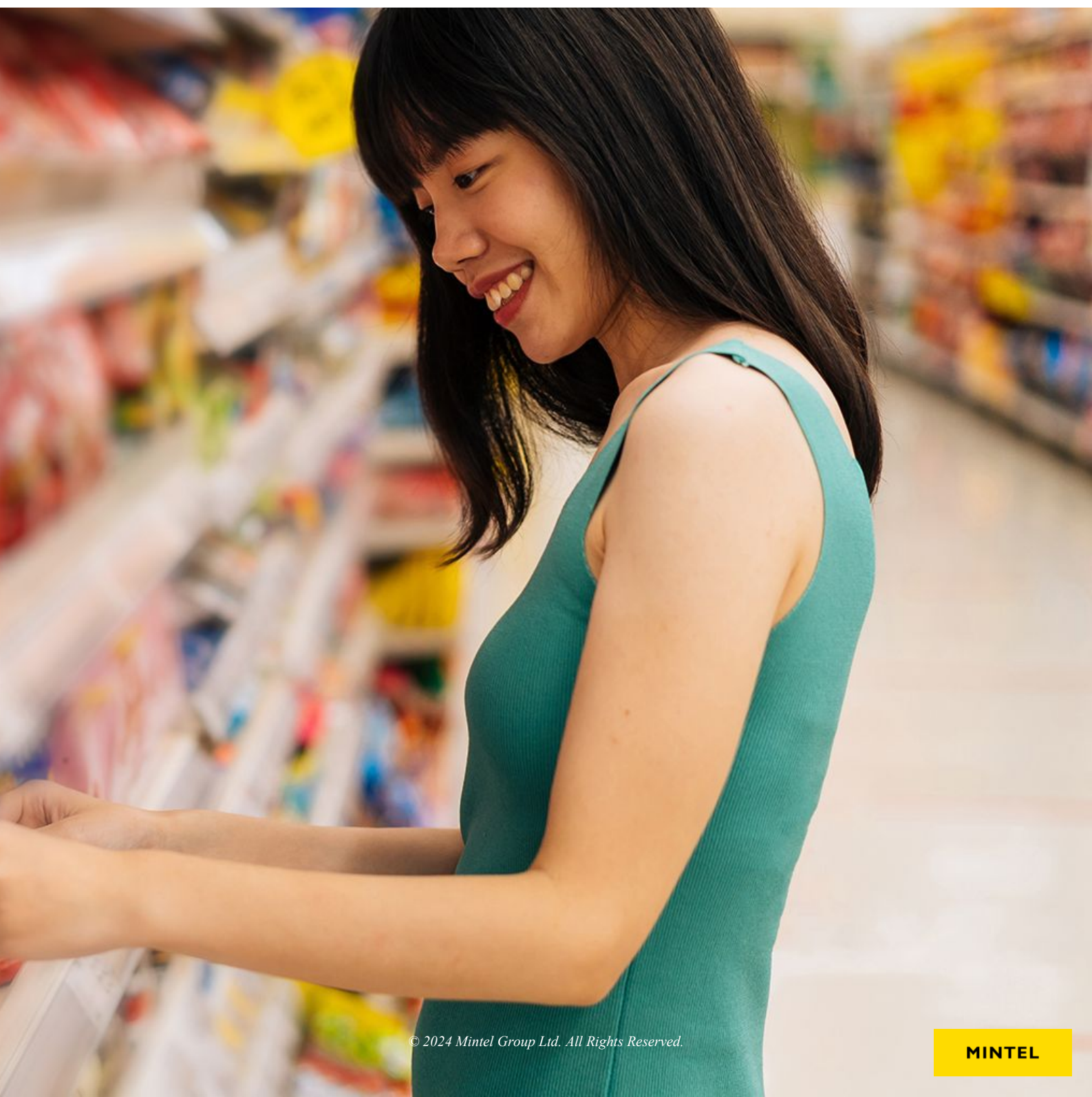


# CONSUMER SNACKING TRENDS – CHINA – 2024

Snacks are becoming an indispensable source of joy in everyday life, with innovations around better-for-you upgrades and emotional comfort foods poised to fuel continued growth.



Daisy Li, Associate  
Director, China Insights



# Report Content

## EXECUTIVE SUMMARY

### Key issues covered in this Report

- Definition
- What you need to know

### The market

- Snacks become a trillion-RMB market, with BFY and mood enhancement poised to drive future growth
- Market factors

### Companies and brands

- Marketing activities
- New product trends – emphasis on both 'plus' and 'minus' claims
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- Attitudes towards snacking: essential for a happy life
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### Issues and insights

### What we think

## THE MARKET

### Market size and forecast

- Snacks become a trillion-RMB market, but growth continues to slow
- Growth opportunities and challenges exist side-by-side

### Market factors

- The rise of the discount format disrupts offline channels
- Favourable policies propel discount snack shops into 15-minute community life circles
- Live streaming/short video platforms become new engines for rapid growth
- The growing trend for price reductions ushers in an era of aggressive pricing strategies
- Post-pandemic, the younger generation's health concerns grow, and snack brands compete in the BFY space

### Market segmentation

- Nuts and seeds maintain their lead in market share, while smaller categories see significant growth
- A steady stream of new products and innovations brings growth momentum to segments

## COMPANIES AND BRANDS

### Marketing activities

- Travel docuseries showcasing products with regional flavours: leverage localisation strategies to evoke taste memories
- Hands-on gift boxes for pet owners: enhance consumer enjoyment and tap into free WOM promotion
- Glico gets sporty by sponsoring outdoor charity events

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## APPENDIX – MARKET SIZE AND FORECAST, RESEARCH METHODOLOGY AND ABBREVIATIONS

- Market size and forecast
- Market size by sub-category
- Market share by segment
- Segment growth
- Methodology
- Abbreviations

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