

# MINTEL FOOD & DRINK TRENDS 2023: CHINA

The implications of the 2023 Global Food and Drink Trends for the China market.



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# Report Content



- How 2023 Food & Drink Trends apply to the China market

## MAINSTREAM TRENDS THAT CONTINUE TO GROW WITH GOOD POTENTIAL

### Savvy Sustenance

- Offer trusted nutrition that doesn't break the bank
- Now: nutrition and affordability are key interests for consumers
  - Graph 1: select food and drink aspirations for the next 12 months, 2022\*
- Now: focus on affordable nutrition from well-known, natural sources
- What's next: prove value with nutrient-dense positioning
- What's next: offer consumers foodservice alternatives in retail formats
- What's next: versatile products can offer more value to consumers
- Future forecast: value will move to center stage

### Adaptable Cooking

- Help home cooks adapt and improvise in the face of increasing barriers
- Now: guide consumers on how to get the most out of the ingredients they can obtain
- Now: offer more ways to enjoy popular food and drinks at home
- What's next: inspire consumers to embrace 'new' cooking methods
- What's next: offer heatable products to elevate in-home consumption experiences
- What's next: expand to more consumption occasions by encouraging versatility
- Future forecast: be more creative in preparing and consuming food & drink

### UngUILTY Pleasures

- Enjoying pleasurable food and drink? Sorry, not sorry!
- Now: Chinese consumers have sophisticated flavour needs for 'mood food'
  - Graph 2: flavour associations, 2022
- What's next: intensive taste experiences to enhance the satisfaction of cravings
- Next: leverage aroma to improve emotional wellbeing
- What's next: build food and drink into self-care regimens
  - Graph 3: select actions consumers take to relieve stress, 2021\*
- What's next: targeting moments of relaxation
- Future forecast: explore the possibilities of heightening pleasure in real life

### Minimalist Messaging

- Pare down information to better connect with overwhelmed consumers

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- Now: focus on the health benefits and natural ingredients that are integral to value
  - Graph 4: health benefit priorities, 2022
- Next: simplify packaging to emphasise the most important product benefits
- Future forecast: create new ways to reach the right consumers

## Staying Sharp

- Design food and drink to help consumers improve their mental performance
- Now: gain trust through natural and clinically proven nutrients
- Now: Chinese consumers would like to improve brain health through diet
  - Graph 5: functional brain health ingredients that consumers would like to increase intake of, 2022
- Next: snackable brain food to meet growing consumer demand
- Next: offer brain-boosting products for different demographic groups
- Future forecast: research is needed before emerging cognitive ingredients can go mainstream

## FUTURE TRENDS THAT CAN BE USED AS A LONG-TERM R&D STRATEGY

### Weatherproofed Provisions

- Food and drink can support consumers as they adapt to the realities of living with climate change
- Future forecast: products to help consumers deal with extreme weather or weather-related disasters

### Cosmic Comforts

- The development of space missions has driven innovation in food technology
- Future forecast: space will become less whimsical and more tangible

### The Worth of Water

- More severe water emergencies will increase consumer attention to water stewardship
- Protect water origin to offer consumers quality fresh water
- Future forecast: desalinated and upcycled water will come to the rescue

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