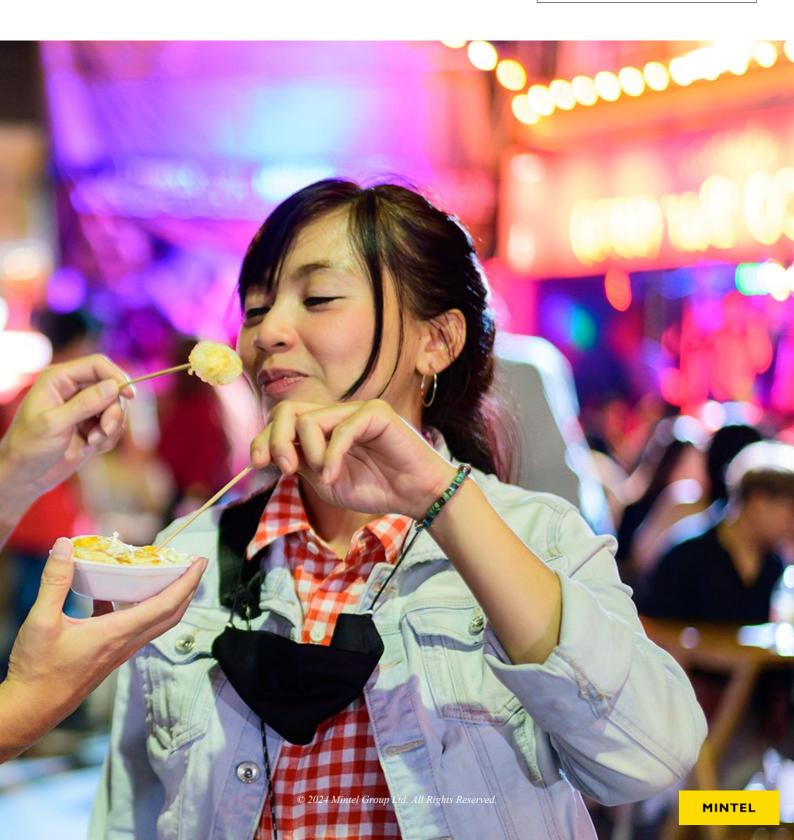
MINTEL FOOD & DRINK TRENDS 2023: CHINA

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





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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