



# Cooking Ingredients and Meals in China

November 2023

Table of Contents

## Cooking Ingredients and Meals in China

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Edible Oils in China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume and value declines seen due to weak consumer demand

Increasing availability of blended oils containing olive oil

Health trend drives new product development in edible oils

#### PROSPECTS AND OPPORTUNITIES

Edible oils set to return to slow growth in the forecast period

Private label expected to see growth as retailers expand their lines and penetration

Changshouhua plans to go public on the A-share market

### CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2018-2023

Table 14 - Sales of Edible Oils by Category: Value 2018-2023

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 16 - Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Edible Oils: % Value 2019-2023

Table 18 - LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 19 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

## Meals and Soups in China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Meals and soups sees a slowdown in growth  
Quick recipe kits remains the best performing category for convenience reasons  
Frozen pizza benefits from consumers' search for convenience

#### PROSPECTS AND OPPORTUNITIES

Meals and soups set to be the most promising category in the forecast period  
Soup moving towards premiumisation  
Retailers will make significant efforts to expand their offerings in meals and soups

#### CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2018-2023  
Table 25 - Sales of Meals and Soups by Category: Value 2018-2023  
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023  
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2018-2023  
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023  
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023  
Table 30 - Sales of Soup by Leading Flavours: Rankings 2018-2023  
Table 31 - NBO Company Shares of Meals and Soups: % Value 2019-2023  
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2020-2023  
Table 33 - Distribution of Meals and Soups by Format: % Value 2018-2023  
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028  
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2023-2028  
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028  
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

## Sauces, Dips and Condiments in China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sauces, dips and condiments turns to retail volume and value decline in 2023  
New product developments in soy sauces evolve to suit modern consumers  
Chili sauces sees diversification of flavours and marketing strategies

#### PROSPECTS AND OPPORTUNITIES

Western-style sauces set to maintain relatively high CAGRs in the forecast period  
Clean label trend likely to drive new product development  
Local favourites to drive flavour trends in recipe sauces

#### CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023  
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023  
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023  
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023  
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2018-2023  
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2018-2023  
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023  
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023  
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

## Sweet Spreads in China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sweet spreads turns to value growth in 2023 after COVID-19 disrupts sales in 2022

Honey experiences significant fluctuations, and remains highly fragmented

Claims of reduced fat and high protein increasingly common in sweet spreads

#### PROSPECTS AND OPPORTUNITIES

Health demands will continue to drive new product development in sweet spreads

VEpiaopiao active in product development, with inspiration from foodservice

Substitutes likely to prevent the stronger growth of sweet spreads

#### CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 52 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 58 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cooking-ingredients-and-meals-in-china/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-china/report).