



# HW Cooking Ingredients and Meals in China

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Better for you prevails in cooking ingredients and meals

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

Low salt records sales rise due to the impact of "Three Reduce" and resultant health concerns

#### PROSPECTS AND OPPORTUNITIES

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

Vegetarian set to see promising absolute growth in health and wellness cooking ingredients and meals as the consumer base expands

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

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

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### Health and Wellness in China - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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