



HW Staple Foods in China

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Concerns about sugar drive category switching and product development

No sugar leads sales in health and wellness staple foods, as "Three Reduce" raises awareness of dangers of overconsumption of sugar

Keto shows positive growth within health and wellness staple foods in 2022 as more consumers follow a specific ketogenic diet

PROSPECTS AND OPPORTUNITIES

Clean label will continue to rise in staple foods

Vegetarian staple foods to show growth in health and wellness staple foods, as these are consumed by a wider group than just vegetarians

Good source of omega 3s expected to record a rise in sales as consumers look to improve their general health

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

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Table 7 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in China - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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