



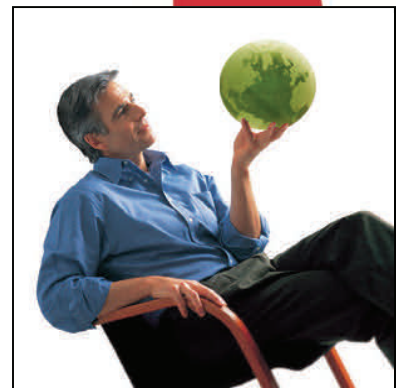
International
Markets
Bureau

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Packaged Food Sales in China



Source: Planet Retail





▶ **EXECUTIVE SUMMARY**

China has become one of the largest packaged food markets in the world. Retail value sales have grown for the past five years (2007-2011) at a compound annual growth rate (CAGR) of 11.2%, to reach US\$151 billion. The market is expected to grow at nearly the same pace between 2012 and 2016, with a CAGR of 12.4% to reach US\$269 billion.

Companies wishing to enter the Chinese market or augment their packaged food sales, should focus on healthy products that emphasize safe manufacturing methods, due to high consumer demand for such attributes. Moreover, these characteristics should be highlighted on the package itself.

In 2011, dairy was the top packaged food category with retail sales US\$32.5 billion, and is expected to remain number one until 2016. However, snacks bars are, and will remain, the fastest-growing category, with a CAGR of 35.9% for the forecast period of 2012 to 2016. Domestic brands continue to dominate most of the Chinese packaged food market.

▶ **ECONOMIC TRENDS**

In 2011, China's population reached 1.3 billion people, with approximately 50% under the age of 39. The country's population is considered the world's largest, and is expected to increase every year, reaching 1.54 billion by 2040 despite governmental efforts to slow growth. Half of the Chinese population lived in urban areas in 2011, with some of the largest cities being Shanghai and Beijing in the Northeast.

In 2011, per capita consumer spending on food and non-alcoholic beverages in China was US\$1,753. Chinese consumers spend more on food and non-alcoholic beverages each year, than on housing.

Although the inflation rate declined between 2008 and 2009, it has been trending upward since 2010, due mainly to the rising cost of food; this inflation of food prices has been the most significant development across the entire Chinese packaged food market in recent years. Retail food prices rose well above the Consumer Price Index (CPI) increase in 2011, and almost all packaged food categories experienced significant price increases over the past five years. As such, the Chinese Government is expected to issue and implement stricter price control policies.

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China has now surpassed the United States to become the world's largest food and grocery retail market in terms of value sales.

Source: Mintel, 2012



▶ CONSUMER TRENDS

Shopping preferences

Chinese consumers tend to buy most of their packaged food in supermarkets and hypermarkets, with these retail formats continuing to account for the greatest proportion of overall packaged food sales. In 2011, supermarkets/hypermarkets maintained their lead in some categories, such as dairy products and baby food, and have further consolidated their position since the 2008 melamine crisis¹. With the strong presence of supermarkets/hypermarkets in large and small cities, packaged food products are easier to access. Therefore, the presence of these grocery retailers has an impact on the growth of packaged food product sales in China.

Health and wellness

Despite differences between some regions in China, in general, consumers are now paying more attention to healthy lifestyles, largely due to concerns about food safety. As living standards and disposable incomes rise, this trend is expected to continue to develop in China's packaged food market in coming years. As improving consumer lifestyles is considered a priority by the Chinese Government, quality of life and healthy product options are becoming common pursuits of both manufacturers and consumers.

▶ COMPANY INNOVATIONS

Partnerships between companies

Over 2010 and 2011, China's packaged food industry saw mergers and acquisition deals. With dynamic growth in value sales, an increasing number of companies realized the great development potential in China's packaged food market, leading to an increase in investment. In order to achieve a solid market share and further strengthen their competitive power, domestic and international players sought to extend business coverage through acquisition. In the future, mergers and acquisitions will become one of the foremost strategies for both domestic and international companies to reinforce competitive power and to gain more resources, which will increase market share.

New marketing activities

To stand out in a fiercely competitive environment, packaged food manufacturers have adopted new marketing methods to help educate consumers and increase sales. Indeed, during the period of 2010-2011, some companies used innovative marketing techniques to attract consumer interest, such as mobile televisions in taxis and subways, as well as online marketing campaigns, and advertising in movies. More new marketing methods are expected to emerge over the next five years (2011-2016).

Internet retailing

While packaged food is not generally distributed via the Internet at this time, with the development of Internet functionality and applications, it is expected that this will change. It is projected that Internet retailing will have very strong value growth during 2012-2016, as more Chinese consumers become attracted to the reasonable prices, convenience, and the offers of home delivery that can be found online. Increasingly sophisticated consumers are likely to rely more on Internet retailing over the short term.

¹ In 2011, China was affected by scandals regarding the contamination of dairy products with melamine. Melamine was used to artificially increase the apparent protein content of milk. Chinese products such as milk powder, infant formula and yogurt were affected, which led to illness and kidney failure among consumers of these foods. As a result, many Chinese products were pulled from the shelves.

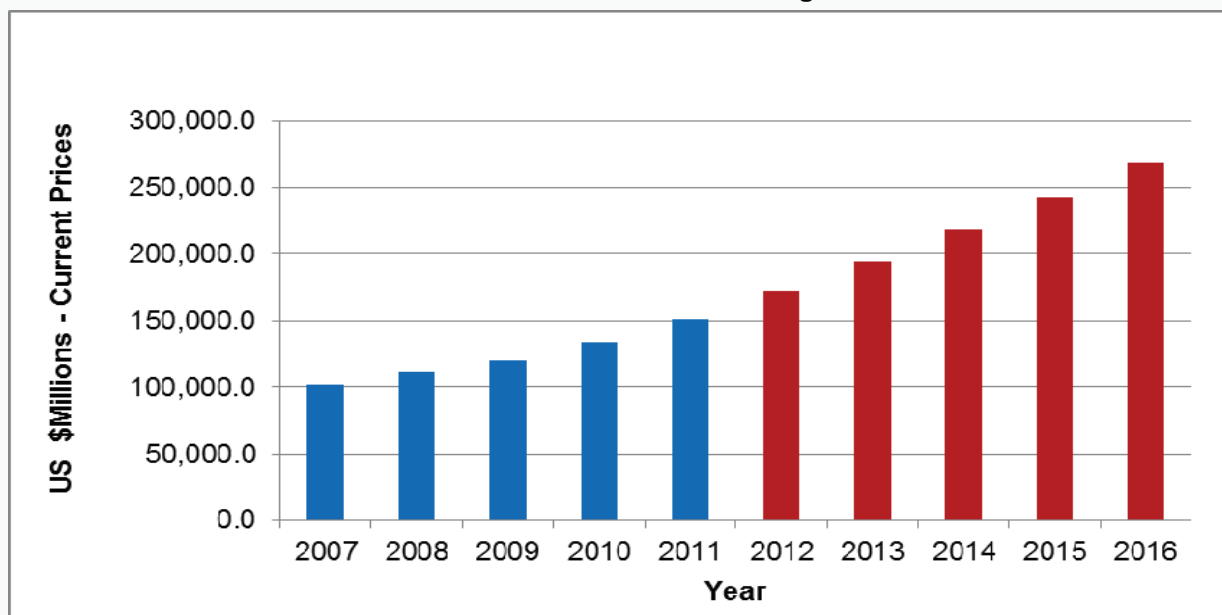


▶ PACKAGED FOOD MARKET CHARACTERISTICS

In 2011, the Chinese packaged food market was valued at US\$151 billion, and is expected to reach US\$269 billion by 2016. As the population grows, so does the number of people who are well educated, which has a direct impact on higher disposable incomes and is contributing to improving living standards among Chinese consumers. These changes will also fuel demand for healthy and high-quality products.

The increasing number of women in the workforce is also affecting the packaged food market, in terms of creating a greater number of consumers with significant spending power. As well, this demographic presents the industry with added demand for packaged food products to suit a busy lifestyle. All of these factors will contribute to boosting the overall demand for packaged food.

**Retail Sales of Packaged Food in China,
– Historic/Forecast Retail Value in US\$ Millions
– Current Prices – Fixed 2011 Exchange Rates**



Source: Euromonitor, 2012



Source: Planet Retail



▶ **PACKAGED FOOD MARKET CHARACTERISTICS (continued)**

Dairy, bakery and dried processed food were the three categories with the most sales in 2011, and are expected to remain so to 2016.

For the 2012-2016 forecast period, it is expected that snack bars will still have the strongest category growth, despite low sales compared to other categories. Snack bars are healthy and convenient to consume, and more marketing activities are expected to help sales of snack bars further expand during the forecast period.

In terms of CAGR, baby food was in second position for the forecast period, driven by high-quality products, organics, and the presence of international companies. Nevertheless, growth in this category could be slowed by others factors, such as young and educated mothers recognizing the importance of breastfeeding.

Retail Sales of Packaged Food in China, by Segment
 – Historic/**Forecast** Retail Value in US\$ Millions and Period Growth (%)
 - Current Prices – Fixed 2011 Exchange Rates

Category	2011	2016	2007-2011 CAGR %	2012-2016 CAGR %
Total packaged food	151,316.6	268,880.3	11.2	12.4
Baby food	10,858.4	27,246.7	24.2	19.0
Bakery	21,626.1	37,824.6	10.7	11.2
Canned/preserved food	5,997.8	9,567.3	10.2	9.9
Chilled processed food	12,902.5	24,280.2	11.6	14.3
Confectionery	11,553.3	16,601.5	7.4	6.9
Dairy	32,544.3	62,139.8	10.3	13.1
Dried processed food	20,812.5	37,990.2	13.8	12.5
Frozen processed food	6,641.0	11,916.4	9.5	12.8
Ice cream	4,981.1	7,791.6	5.9	9.1
Meal replacement	143.6	267.8	30.2	11.4
Noodles	13,700.6	21,823.6	10.7	9.1
Oils and fats	11,780.4	20,074.0	13.9	10.4
Pasta	6.4	10.8	7.0	10.4
Ready meals	963.0	1,484.0	10.5	8.8
Sauces, dressings and condiments	9,137.5	14,984.2	8.2	10.0
Snack bars	32.3	175.7	90.9	35.9
Soup	76.1	155.9	11.7	14.7
Spreads	809.7	1,204.4	8.5	7.9
Sweet and savoury snacks	11,218.9	21,670.6	8.7	13.7

Source: Euromonitor, 2012

Note: CAGR is the Compounded Annual Growth Rate.



▶ **COMPETITION**

Since 2006, the local manufacturer China Mengniu Dairy Co Ltd. has held the largest share of the Chinese packaged food market. The success of Mengniu Dairy Co Ltd. is due to its acquisition of Junlebao in late 2010, which accelerated the development of its yogurt categories. Mengniu and Junlebao turned their relationship into a partnership, sharing high-quality milk sources, advanced technologies and business networks.

However, international companies are also interested in China’s packaged food manufacturers. For example, Nestlé has acquired two domestic companies: Yinlu Group and Hsu-Du-Chi Group. This decision made Nestlé one of the top ten most powerful and competitive companies for packaged food in China.

In brief, even though the Mengniu Group is the top player in China’s packaged food sector, it holds just 5.4% of the market, and is only a small margin ahead of the second- and third-largest leaders. Overall, the Chinese packaged food market is highly fragmented, with no dominant player preventing entry.

**China, Market Shares of Packaged Food (by Global Brand Owner),
% Breakdown based on Retail Sales, 2009 to 2011**

Company	2009	2010	2011
China Mengniu Dairy Co. Ltd.	4.6	5.1	5.4
Inner Mongolia Yili Industrial Group Co. Ltd.	4.0	4.4	4.7
Wilmar International Ltd.	3.3	3.6	3.7
Ting Hsin International Group	2.9	3.2	3.3
Shineway Group	2.9	2.9	2.5
Hangzhou Wahaha Group	2.2	2.2	2.4
Want Want Group	1.8	2.1	2.4
China National Cereals, Oils & Foodstuffs Imp & Exp Corp. (COFCO)	1.1	1.4	2.1
Bright Food (Group) Co. Ltd.	1.6	1.7	1.7
Nestlé SA	1.0	0.9	1.5
Mars Inc.	1.3	1.3	1.3
Uni-President Enterprises Corp.	0.5	0.7	1.0
Jinmailang Food Co. Ltd.	1.0	1.0	1.0
People's Food Holdings Ltd.	0.6	0.8	0.9
Baixiang Food Group	0.8	0.8	0.8
Kraft Foods Inc.	0.6	0.7	0.8
Shandong Luhua Group Co. Ltd.	0.7	0.7	0.7
Foshan Haitian Flavouring & Food Ltd.	0.6	0.7	0.7
Guangdong Strong (Group) Co. Ltd.	0.6	0.6	0.6
Unilever Group	0.5	0.5	0.5

Source: Euromonitor, 2012



▶ KEY MARKET SEGMENTS, 2010-2011

Dairy

This sector's value sales increased from US\$28 billion to US\$32.5 billion, while retail volume increased from 19.2 million to 21.2 million tonnes.

Main sectors

- ▶ Sales of drinking milk products increased from US\$22.3 billion to US\$26 billion.
- ▶ Baby milk formula sales increased from US\$8.1 billion to US\$9.9 billion.
- ▶ Sales of yogurts and sour milk products increased from US\$5.3 billion to US\$6.2 billion

Main producers and their Chinese brands

- ▶ Inner Mongolia Mengniu Dairy Industry (Group) Co. Ltd. remained the leading player in 2010 for the drinking milk category, with a 23% value share. Its leading brand is Mengui.
- ▶ Hangzhou Wahaha Group maintained the number one position in China's yogurt category in 2010, holding a more than 14% value share, with the brand Shuang Wai Wai.

Forecasts for 2012-2016

- ▶ Retail sales of dairy products are forecast to grow by 13.1%. Drinking milk product sales are expected to grow by 12.5%, baby milk formula sales are forecast to increase by 19.2%, and yogurt and sour milk product sales will likely grow 15.4% over the period.

Bakery

This sector's value sales increased from US\$18.8 billion to US\$21.6 billion, while retail volume increased from 8.5 million to 9.2 million tonnes.

Main sectors

- ▶ Sales of baked goods increased from US\$3.2 billion to US\$5.3 billion.
- ▶ Biscuit sales increased from US\$5.4 billion to US\$6.2 billion.
- ▶ Sales of breakfast cereals increased from US\$170.3 million to US\$196.2 million.

Main producers and their Chinese brands

- ▶ Orion (China) Co. Ltd. achieved strong growth in 2010, leading the baked goods sector with a 2% value share. Its leading brand is Orion.
- ▶ Kraft Foods China Inc. continued to lead biscuit sales with a 14% value share in 2010. The company's leading brand is the popular Oreo.
- ▶ Nestlé (China) Ltd. led breakfast cereals, with a 28% value share in 2010. Its leading brands are Cheerios, Trix, Nestlé Stars and Koko Krunch.

Forecasts for 2012-2016

- ▶ Retail sales of bakery products are forecast to grow by 11.2% between 2012 and 2016. Baked goods are expected to grow by 11.7%, biscuit sales are forecast to increase by 9.8%, and breakfast cereals will likely grow 10.5% over the period.



▶ KEY MARKET SEGMENTS, 2010-2011 (continued)

Dried Processed Food

This sector's sales increased from US\$18.1 billion to US\$20.8 billion, while retail volume increased from 10.5 million to 11.4 million tonnes.

Main sectors

- ▶ Sales of instant noodles rose from US\$11.2 billion to US\$12.7 billion.
- ▶ Sales of rice increased from US\$5.9 billion to US\$6.9 billion.
- ▶ Sales of plain noodles grew from US\$702.3 million to US\$795 million.

Main producers and their Chinese brands

Information regarding the main producers and brands for each sector is not available for this segment.

- ▶ Ting Hsin International Group led the fragmented category of dried processed food with a value share of 27% in 2010. The company's leading brand is Master Kong.

Forecasts for 2012-2016

- ▶ The dried processed food category is expected to grow by 12.5%. Sales of instant noodles are likely to increase by 8.9%, rice is expected to grow by 18.3%, and plain noodles are forecast to increase by 12.5% over the period.

Noodles

This sector's sales increased from US\$12.1 billion to US\$13.7 billion, while retail volume increased from 4.5 million to 4.8 million tonnes.

Main sectors

- ▶ Sales of instant noodles increased from US\$11.2 billion to US\$12.7 billion.
- ▶ Sales of plain noodles increased from US\$702.3 million to US\$795 million.
- ▶ Sales of snack noodles increased from US\$144.6 million to US\$165 million.

Main producers and their Chinese Brand

Information regarding the main producers and brands for each sector is not available for this segment.

- ▶ Ting Hsin maintained its position as the largest player in the Chinese noodles category in 2010, increasing its value share to 34%.

Forecasts for 2012-2016

- ▶ Retail sales of noodle products are forecast to grow by 3.8% between 2012 and 2016. Instant noodles are expected to grow by 3.1%, plain noodles are forecast to increase by 7%, and snack noodles are predicted to grow 3% over the period.



▶ KEY MARKET SEGMENTS, 2010-2011 (continued)

Oils and Fats

This sector's sales increased from US\$10.3 to US\$11.8 billion, while retail volume increased from 4.8 million to 5.1 million of tonnes.

Main sectors

- ▶ Sales of vegetable and seed oil increased from US\$10.2 billion to US\$11.6 billion.
- ▶ Olive oil sales increased from US\$91.8 million to US\$113.7 million.
- ▶ Sales of butter increased from US\$67.6 million to US\$74.3 million.

Main producers and their Chinese brands

Information regarding the main producers and brands for each sector is not available for this segment.

- ▶ Yihai Kerry Oils & Grains (China) Co Ltd. led the oils and fats category with a 43% value share in 2010. The company's leading brand is Jinlongyu.

Forecasts for 2012-2016

- ▶ Sales of oils and fats are expected to increase by 10.4%. Olive oil is expected to demonstrate the highest sales growth of 19%, followed by sales of vegetable and seed oil (10.3%) and butter (9.6%).

Confectionery

This sector's sales increased from US\$10.6 billion to US\$11.6 billion, while retail volume increased from 1.3 million to 1.4 million tonnes.

Main sectors

- ▶ Sales of sugar confectionery increased from US\$6.5 billion to US\$7 billion.
- ▶ Sales in the gum sector decreased from US\$2.5 billion to US\$1.7 billion.
- ▶ Chocolate confectionery sales increased from US\$1.5 billion to US\$1.7 billion.

Main producers and their Chinese brands

- ▶ Dongguan Hsu-Fu-Chi Food Co. Ltd. continued to rank number one in sugar confectionery in 2010, with a share of 6.8%. Its leading brand is Hsu-Fu-Chi.
- ▶ Wrigley Confectionery (China) Ltd. continued its leading position in gum with a 39% value share, achieved through the leading brands Extra, Doublemint, Juicy Fruit, and Spearmint.
- ▶ In 2010, Mars (China) Co. Ltd. continued to be the leader of chocolate confectionery, with a 41% value share.

Forecasts for 2012-2016

- ▶ Retail sales of confectionery products are forecast to grow by 6.9% between 2012 and 2016. Sugar confectionery is predicted to grow by 6%, gum sales are expected to increase by 7.4%, and chocolate confectionery will likely grow by 9.6% over the period.



▶ KEY MARKET SEGMENTS, 2010-2011 (continued)

Sweet and Savoury Snacks

This sector's sales increased from US\$10 billion to US\$11.2 billion, while retail volume increased from 1.5 million to 1.6 million tonnes.

Main sectors

- ▶ Sales of other sweet and savoury snacks increased from US\$4.7 billion to US\$5.2 billion.
- ▶ Sales of extruded snacks increased from US\$2.6 billion to US\$3.1 billion.
- ▶ Sales of nuts increased from US\$1.1 billion to US\$1.2 billion.

Main producers and their Chinese brands

Information regarding the main producers and brands for each sector is not available for this segment.

- ▶ Want Want Group led the Chinese sweet and savoury snacks category in 2010, with a retail value share of 10%. The company's leading brand is Want Want.

Forecasts for 2012-2016

- ▶ Retail sales of sweet and savoury snacks are forecast to grow by 13.7% by 2016. Other sweet and savoury snacks are expected to increase by 14.8%, sales of extruded snacks are expected to grow by 13.3%, and sales of nuts are predicted to grow 13.4% over the forecast period.

Baby Food

This sector's sales increased from US\$8.9 billion to US\$10.9 billion, while retail volume increased from 0.5 million to 0.6 million tonnes.

Main sectors

- ▶ Sales of milk formula increased from US\$8.1 billion to US\$9.9 billion.
- ▶ Dried baby food sales increased from US\$728.1 million to US\$856.6 million.
- ▶ Sales of prepared baby food increased from US\$92.4 million to US\$113.8 million.

Main producers and their Chinese brands

Information regarding the main producers and brands for each sector is not available for this segment.

- ▶ Mead Johnson (Guangzhou) Ltd. led the overall baby food category with a share of 11% in 2010. The company's leading brand is Beingmate.
- ▶ Among the top five milk formula players in 2010, three were international brands: Mead Johnson, International Nutrition, and Wyeth.

Forecasts for 2012-2016

- ▶ Retail sales of baby food are forecast to grow by 19% over the period. Milk formula is expected to demonstrate the highest growth at 19%, followed by prepared baby food with 18.9%, and dried baby food with 15.7%.



▶ KEY MARKET SEGMENTS, 2010-2011 (continued)

Sauces, Dressings and Condiments

This sector's sales increased from US\$8.3 billion to US\$9.1 billion, while retail volume increased from 3.3 million to 3.4 million tonnes.

Main sectors

- ▶ Sales of table sauces increased from US\$5.4 billion to US\$6.0 billion.
- ▶ Sales of cooking sauces increased from US\$2.4 billion to US\$2.6 billion.
- ▶ Sales of pickled products increased from US\$470.9 million to US\$512.3 million.

Main producers and their Chinese brands

Information regarding the main producers and brands for each sector is not available for this segment.

- ▶ With a value share of 11% in 2010, Foshan Haitian Flavouring & Food Ltd. led the sauces category. Its leading brand is a soy-based sauce product named Haday Xiaoxiaoyan, launched in late 2010.

Forecasts for 2012-2016

- ▶ Retail sales of sauces, dressings and condiments are forecast to grow by 10% between 2012 and 2016. Sales of table sauces are expected to grow by 10.8%, cooking sauces are expected to grow by 10%, and pickled products will likely grow by 9.6% over the forecast period.



Source: Planet Retail



Source: Planet Retail



▶ PRODUCT TRENDS AND INNOVATION

Safety

Over the few last years, many food products were caught up in a food safety scandal in China, which has affected consumer confidence. Therefore, Chinese consumers are looking for safe and trustworthy brands, and have more confidence in well-known brands and imported products. Due to this climate, some companies highlight the safety of their production process right on their product's package. This presents an opportunity for Western brands to introduce their products in the Chinese market.

Stewed Linwu Duck

Shunhua Lu Xiang Lin Wu Ya (Stewed Linwu Duck) is made with quality ingredients using traditional and modern technology. The duck is sterilized at a high temperature and is free from preservatives. This product retails in a 550g pack.

Company: Linwu Shunhua Duck Industrial Development Corporation

Brand: Shunhua

Price: US\$7.97

Claims: No additives/preservatives



Yellow Rice Cakes

Aunty Chai Gui Tu Dou Zhi Huang Ba (Yellow Rice Cakes) are made with high quality selenium glutinous rice, coarse grains, and soybeans from non-polluted fields. They are processed using traditional techniques and modern technology. The microwaveable cakes are free from preservatives and colours, and are said to be aromatic, soft, sweet, and rich in micro-elements. This product is available in a sorghum flavour and retails in a 328g pack.

Company: Aunty Chai Special Local Food

Brand: Aunty Chai Gui Tu

Price: US\$2.53

Claims: No additives/preservatives, microwaveable

Organic Pure Walnut Oil

High Change A+ You Ji Chun Sheng He Tao You (Organic Pure Walnut Oil) is made with quality organic walnuts, and is processed with unique extraction techniques to preserve the natural essence of the walnuts.

Company: France H.C.S. Group

Brand: High Change A+

Price: US\$13.18

Claims: Organic, babies and toddlers (0-4), children (5-12), female, brain and nervous system (functional)



Source for all: Mintel



▶ PRODUCT TRENDS AND INNOVATION (continued)

Health

According to Mintel, the desire for healthy lifestyles is becoming increasingly strong in China. Economic development has brought along health issues common to the Western world, such as obesity, diabetes and cardiovascular diseases. Consumers are now more conscious about their health, and recognize the role that diet plays in maintaining wellness. As a result, health-conscious consumers tend to look for food with nutritional benefits and try to avoid artificial ingredients. Fruits and vegetables are considered natural and healthier, so companies are working to introduce products containing more of these ingredients. Some of those products feature claims of being vegetarian. Non-fried products are also sought as healthier options by consumers.



Assorted Fruits & Veggies

Yes Natural Zong He Guo Shu Gan Shu (Assorted Fruits & Veggies) are made with 100% fruits and vegetables. The snack mixes are free from additives, colourings and preservatives. They are rich in minerals and vitamins, and are said to be nutritious, delicious and healthy. This product is suitable for vegetarians and retails in a 135g pack.

Company: Yes Natural Food

Brand: Yes Natural

Price: US\$5.28

Claims: No additives/preservatives, vegetarian

Premium Yanshan Chestnut

Jialifu Te ji Yan Shan Ban Li (Premium Yanshan Chestnut) is made with premium chestnuts and contains various trace elements that are good for health. This chestnut is natural, and free from additives. The organic product retails in a 50g pack.

Company: Huiyuan Food

Brand: Jialif

Price: US\$0.72

Claims: No additives/preservatives, other (functional), organic, premium



Source for all: Mintel



▶ NEW PRODUCT CLAIMS AND CATEGORIES

Of the new packaged food product launches tracked by Mintel, there were 8066 products introduced to the Chinese market between August 2011 and August 2012.

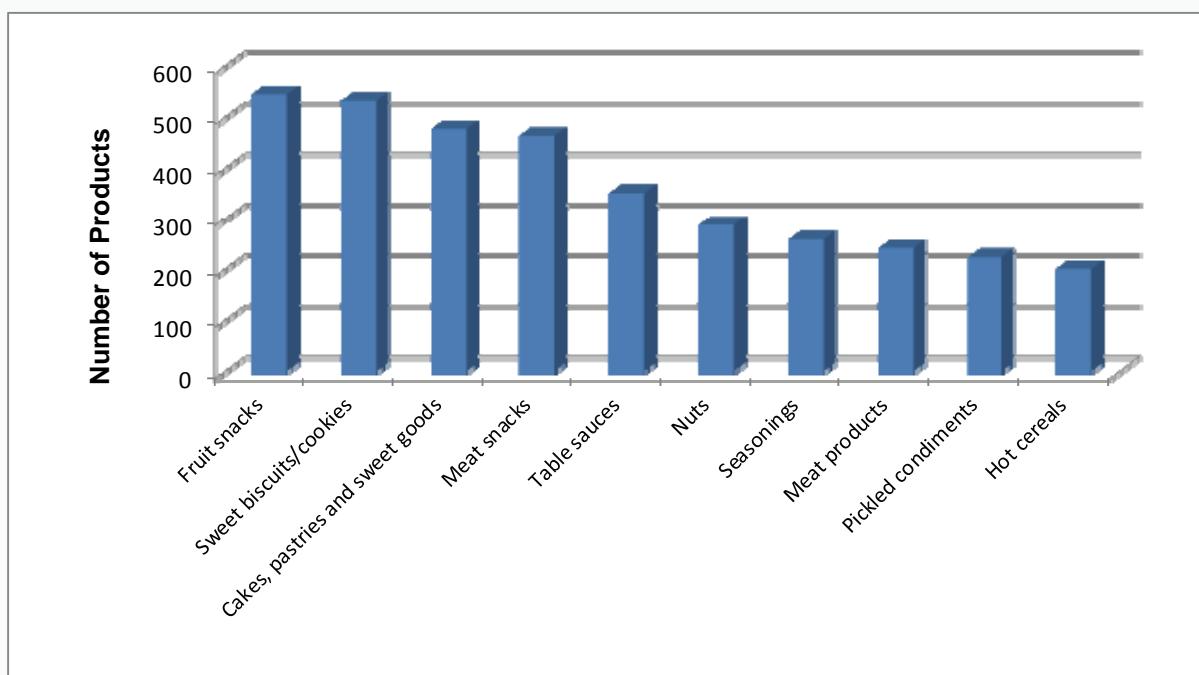
The top five claims were: no additives/preservatives; halal; time/speed; low/no/reduced sugar; and other (functional). No additives/preservatives is the leading claim, largely due to safety concerns.

Fruit snacks was the category that saw the most new products from August 2011 to August 2012, representing 6.8% of all launches, followed very closely by sweet biscuits and cookies (6.6%). Cakes, pastries and sweet goods were in third position, accounting for 5.9% of the launches.

Top Ten Claims for New Packaged Food Products Launched in China from August 2011 to August 2012

Claims	Number of New Products
No additives/preservatives	841
Halal	388
Time/speed	357
Low/no/reduced sugar	333
Other (functional)	271
Ease of Use	258
Babies and toddlers (0-4)	253
Children (5-12)	214
Microwaveable	174
Vitamin/mineral fortified	162

Top Ten Sub-Categories for New Packaged Food Product Launches by Sub-Category in China from August 2011 to August 2012



Source for all: Mintel



▶ **NEW PRODUCT CLAIMS AND CATEGORIES (continued)**

Below are some examples of new packaged food products introduced to the Chinese market between August 2011 and August 2012, reflecting the top five claims and top five sub-categories.

Crispy Apple Chips

Fine Food Ping Guo Cui Pian (Crispy Apple Chips) are available in an original flavour. The apple chips are non-fried, and are free from sugar and artificial colourings. This product is halal certified and retails in a 45g pack.

Company: Metro Cash & Carry
Brand: Fine Food
Category: Snacks
Sub-Category: Fruit snacks
Price: US\$2.16
Claims: No additives/preservatives, low/no/reduced sugar, halal



Sugar-Free Seaweed Egg Rolls

Oaria Zi Cai Feng Huang Juan (Sugar-Free Seaweed Egg Rolls) are handmade using a traditional technique. This product retails in a 150g pack.

Company: Zhongshan Camill Food
Brand: Oaria
Category: Bakery
Sub-Category: Cakes, pastries and sweet goods
Price: US\$23.98
Claims : Low/no/reduced sugar

Stewed Beef

Mongol / Menggeer Dun Niu Rou (Stewed Beef) is made with organic beef using modern technology and traditional techniques. This nutritious product is available in a Five Spice flavour and can be served as-is, or added to potatoes or vermicelli. This beef snack is halal certified and retails in a 368g pack.

Company: Dalishen Food.
Brand: Mongol / Menggeer
Category: Snacks
Sub-Category: Meat snacks
Price: US\$5.01
Claims: Organic, halal



Source for all: Mintel



▶ **NEW PRODUCT CLAIMS AND CATEGORIES (continued)**



Pumpkin Flavoured Breakfast Biscuits

Maida Nan Gua Zao Can Bing (Pumpkin Flavoured Breakfast Biscuits) are low in sugar and are free from colourings and additives. This non-fried product retails in a 600g pack containing four individual units.

Company: Maida Food

Brand: Maida

Category: Bakery

Sub-Category: Sweet biscuits/cookies

Price: US\$1.56

Claims: No additives/preservatives, low/no/reduced sugar

Low-Salt Soy Sauce

Chubang / Chu Bang Dan Yan Jiang You (Low-Salt Soy Sauce) is a premium light soy sauce made with selected GMO-free soybeans. It contains greater than or equal to 1g amino acid nitrogen per 100ml serving, and less than or equal to 15g salt per 100ml serving. This product is said to be rich in aroma and retails in a 410ml pack.

Company: Mei Wei Xian Seasoning

Brand: Chubang / Chu Bang

Category: Sauces and seasonings

Sub-Category: Table sauces

Price: US\$1.15

Claims: Low/no/reduced sodium, premium, GMO-free

Source for all: Mintel





▶ KEY RESOURCES

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