

# China's Booming Growth in Prepackaged Foods

Ready-to-eat is on the rise in China. Many consumers are showing an increasing appetite for prepackaged foods after long periods of self-isolation at home. The need for quick, convenient food pushed foodservice brands to digitize every possible touchpoint and sell semi-cooked meals online in addition to dining-in and takeout options. **Here is a closer look.**

## Value for money and good variety of selections are the main reasons to buy

**More than half of consumers** consider promotions first and foremost when they shop online.

**About 60% choose to purchase food online** because of the appeal of more food SKU selections.



## Video and online streaming have become the new billboards



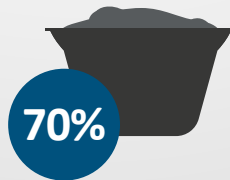
**Almost half of consumers** say they would search for food-related information on video platforms like TikTok, Kuaishou, and Red Book.

## A centralized approach paid off

**Around 70% of consumers** report they would buy prepackaged food via food brands' self-owned online channels.



## Consumers are increasingly positive about prepackaged food



**Up to 70% prefer prepackaged food and about one-third believe** it is as nutritious and healthy as freshly cooked food.

The growth of ready-to-eat meals still faces certain challenges. Our CREST® data and foodservice industry expertise can help you make business decisions with confidence as you plan for growth in 2021.

*Source: The NPD Group/CREST®, December 2020, and China Consumer Sentiment Study, September 2020 to January 2021*



If you have questions, or if we can support your business in any way, please contact Felicia Ke at +86 (21) 62753222 ext. 302 or email [felicia.ke@npd.com](mailto:felicia.ke@npd.com).

