



**Euromonitor  
International**

# HW Snacks in China

October 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Although leading health and wellness snacks, no sugar snacks maintains its declining trend, due to concerns about overprocessing and taste

Good source of vitamins snacks performs well as consumers seek fortified foods to improve their metabolism

Due to concerns about the link between weight and health, weight management records growth in 2023

#### PROSPECTS AND OPPORTUNITIES

Low fat and no fat set to increase in significance within health and wellness snacks as health concerns rise

High protein set to see dynamic growth as consumers look to maintain or boost their health

Low salt and no salt are ones to watch as concern grows about high salt intake

#### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

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## Health and Wellness in China - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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