



# HW Snacks in China

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

2022 marks a strong starting point for dairy free ice cream

Although leading health and wellness snacks, no sugar snacks maintains decline due to concerns about over-processing and taste

Due to concerns about health and weight, no fat records positive growth in 2022

#### 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 drive growth as consumers look to maintain or boost their health

Good source of vitamins one to watch as consumers seek to improve their metabolism

#### CATEGORY DATA

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

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

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

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### Health and Wellness in China - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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