

Pulses in China

December 2025

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Pulses in China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pulses witness strong growth in sales

INDUSTRY PERFORMANCE

Pulses gain appeal as a cheap and nutritional plant-based food

Pulses resonate with the needs of budget-conscious households

WHAT'S NEXT?

Public health strategies and ageing population to support higher intake of pulses

Convenience products are key to winning over consumers

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Health concerns fuel demand for fresh food

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Bright performance for fresh foods

Economic uncertainty leads to downtrading across categories

WHAT'S NEXT?

Positive evolution shaped by urbanisation and plant-based diets Distribution is set to evolve with the adoption of digital technologies Sustainable features to underpin evolution of branding strategies

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