



Euromonitor
International

Cooking Ingredients and Meals in China

November 2025

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Cooking Ingredients and Meals in China

EXECUTIVE SUMMARY

Sales hit by sluggish economy and declining household consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier direction of travel

Clean label remains the key health claim in meals and soups

Health-orientated move in sauces, dips and condiments

WHAT'S NEXT?

Convenience categories to the fore

Online grocery retailers to increase penetration and gain importance in ready meals and quick recipe kits

Use of technology to develop healthier pickled products

COMPETITIVE LANDSCAPE

The leading player develops a functional and customised offer

Fujian Xinmeichen Food answers consumers cooking and lifestyle needs with NIUSAZZ frozen pizza

CHANNELS

Supermarkets face growing competition

Retail e-commerce fits strongly with the convenience shopping trend

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Maturity and shift to eating out hinder sales

INDUSTRY PERFORMANCE

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Health and functional products spur dynamism in edible oils

WHAT'S NEXT?

Demographic and lifestyle trends to help shape the category performance
Edible oils moves in a health-orientated direction
Promotion of healthy cooking practices to weaken usage of edible oils

COMPETITIVE LANDSCAPE

The leading player invests in healthier, functional and customised offerings
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2025 DEVELOPMENTS

Demand for convenience and flavour boost sales

INDUSTRY PERFORMANCE

Ready meals develop with healthier, tastier options
Quick recipe kits address consumer meal concerns and needs

WHAT'S NEXT?

Quick recipe kits to benefit from company activity and consumer demand trends
Key health claims to gain weight in meals and soups
Online grocery retailers drive innovation and new product development

COMPETITIVE LANDSCAPE

Sanquan Food offers popular products to lead a highly fragmented competitive landscape
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INDUSTRY PERFORMANCE

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Salad dressings lean on healthy positioning and new product developments

WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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Sweet Spreads in China

KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Players introduce health-focused options to offset an unhealthy image

Strong company activity pushes jams and preserves

WHAT'S NEXT?

Slow recovery anticipated for sweet spreads

Clean label to remain the key health direction

Government health programmes may shape trends

COMPETITIVE LANDSCAPE

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