



HW Staple Foods in China

January 2026

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HW Staple Foods in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Majority of claims record positive results in volume and current value terms

INDUSTRY PERFORMANCE

High fibre, low salt and organic staple foods gain popularity

Vegetarian still the leading health and wellness claim in value terms

Obesity concerns continue to bolster demand for low fat options

WHAT'S NEXT

Interest in organic and functional products set to continue rising

Vegetarian predicted to remain the top claim

Low fat growth prospects strongest in breakfast cereals, processed meat and seafood

CATEGORY DATA

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Health and Wellness in China - Industry Overview

EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

INDUSTRY PERFORMANCE

Products with sugar- and fat-related claims profit from growing concerns about obesity

Interest in clean label varieties continues to rise

WHAT'S NEXT

Outlook for health and wellness remains broadly favourable

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