Euromonitor International

HW Snacks in China

January 2026

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HW Snacks in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness and busy lifestyles continue to boost sales

INDUSTRY PERFORMANCE

Snacks perceived to aid weight management efforts increasingly favoured
Vegetarian becomes the top health and wellness claim in 2024
Interest in natural snacks remains strong despite drop in total sales

WHAT'S NEXT

Snacks with functional benefits set to become more popular
Vegetarian projected to remain the leading claim in value terms
Overall demand for natural products expected to rebound

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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