



# Cooking Ingredients and Meals in China

November 2025

Table of Contents

## 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

#### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Edible Oils in China

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Maturity and shift to eating out hinder sales

#### INDUSTRY PERFORMANCE

Olive oil benefits from a healthier image and price stabilisation

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

Olive oil's rebound boosts the Mueloliva brand

## CHANNELS

Supermarkets continue to dominate the landscape but the competition intensifies

Warehouse clubs expand and tap into value for money demand

## CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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[Meals and Soups in China](#)

## KEY DATA FINDINGS

### 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

NIUSAZZ's convenient cooking method wins consumer favour

## CHANNELS

Convenience and price advantages spur e-commerce's strength in the category

Warehouse clubs expand their presence and gain importance in meals and soups

## CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025  
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025  
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025  
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025  
Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025  
Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025  
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025  
Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025  
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030  
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030  
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030  
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

Sauces, Dips and Condiments in China

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Declining population and economic challenges hinder growth

### INDUSTRY PERFORMANCE

Shift towards healthier options

Salad dressings lean on healthy positioning and new product developments

### WHAT'S NEXT?

Falling frequency of at-home cooking to negatively impact sauces, dips and condiments

New brands ride on natural and authentic positioning

Strong health and technological developments to improve pickled products

### COMPETITIVE LANDSCAPE

Foshan Haitian Flavouring & Food responds to consumer trends with new series

Private label stirs in sauces, dips and condiments

### CHANNELS

Growing competition for supermarkets

Warehouse clubs gain traction through a wider presence and value for money positioning

### CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025  
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025  
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025  
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025  
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025  
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025  
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025  
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025  
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025  
Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030  
Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030  
Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030  
Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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### Sweet Spreads in China

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Honey hit by economic challenges and cost concerns

#### 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

Guan Sheng Yuan Group benefits from the rejuvenation of its key brand

Nutella sees extended distribution

#### CHANNELS

The competition intensifies in the distribution of sweet spreads

Growing online engagement benefits retail e-commerce

#### CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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