

Are Noodles and Pancakes Best Choice for Chinese Evening Snacks?

China's total food servings **decreased 9.7% in the first three quarters of 2022** compared with the same period last year. Weak Q1 performance, followed by Q2's lockdowns and Q3's cautious recovery, impacted this year's growth. How did Chinese staple foods perform during this decline? Take a closer look ...

What are Consumers' Favorite Staple Food?

Total Chinese staple food servings **declined 11.2%, led by noodles, congee, and rice**

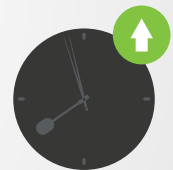
Pancakes, wontons/dumplings, hefen, and regional/seasonal mixes (such as Zongzi and Chunjuan) performed better



When do Consumers Enjoy Food?

The **dinner incidence** increased most, as all subcategories reported growth

Noodles and pancakes led the evening snack incidence with double-digit growth, but total Chinese staple food remained flat for this daypart



Chinese staple food servings declined most during the lunch incidence

What do Consumers' Tastes Look Like?

Despite underperformed Tier 2 cities in total staple food servings, Tier 1 cities reported stronger result in **pancakes, regional/seasonal mixes, and wontons/dumplings**

Noodles decreased 28.5% among consumers aged 15 – 24



Rice noodles grew 7.6% among consumers aged 35 – 44



Pancakes increased 5.8% among consumers aged 45 – 54



As China's foodservice market evolves, you can rely on our deep data, industry expertise, and prescriptive analytics to help you confidently understand the rapidly changing market.

Source: The NPD Group/ CREST®, China, January – September 2022



Want more insights?

Contact Felicia Ke at +86 (21) 62753222 ext. 302 or email felicia.ke@npd.com.

