



Euromonitor  
International

# Staple Foods in China

November 2025

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## Staple Foods in China

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Private label gaining share while health is also in focus

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#### INDUSTRY PERFORMANCE

Maturity and economic conditions constrain growth

Demographic developments boost demand for breakfast cereals

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Baked goods demonstrates steady growth momentum

Strong growth for dessert pies and tarts

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Penetration rate of baked goods in China expected to increase steadily

Health and wellness becomes a highly prominent topic in baked goods

Rise of large-scale bakery outlets in lower-tier cities in China

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[Breakfast Cereals in China](#)

## KEY DATA FINDINGS

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Health concerns boost hot cereals

## INDUSTRY PERFORMANCE

Breakfast cereals sees further growth, with hot cereals performing well

RTE cereals faces challenges

## WHAT'S NEXT?

Expansion in elderly population expected to boost growth in hot cereals

Youth demand drives evolution of China's breakfast cereals market

Muesli and granola seeing product innovation in terms of fortification

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[Processed Fruit and Vegetables in China](#)

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Sales in shelf stable fruit recede to pre-pandemic level  
Rising health awareness undermines demand

### WHAT'S NEXT?

Foodservice volumes of frozen processed potatoes expected to grow thanks to expansion in chained fast-food restaurants  
Struggling to resonate with evolving health trends  
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## KEY DATA FINDINGS

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## COUNTRY REPORTS DISCLAIMER

[Rice, Pasta and Noodles in China](#)

## KEY DATA FINDINGS

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## INDUSTRY PERFORMANCE

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Pasta struggling to compete with instant noodles

## WHAT'S NEXT?

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The spicy noodles boom reflects segmentation trend in China's instant noodles market

Development of the private label segment

## COMPETITIVE LANDSCAPE

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