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## Independent Market Research on China Snack Food and Plum-based Products Industry

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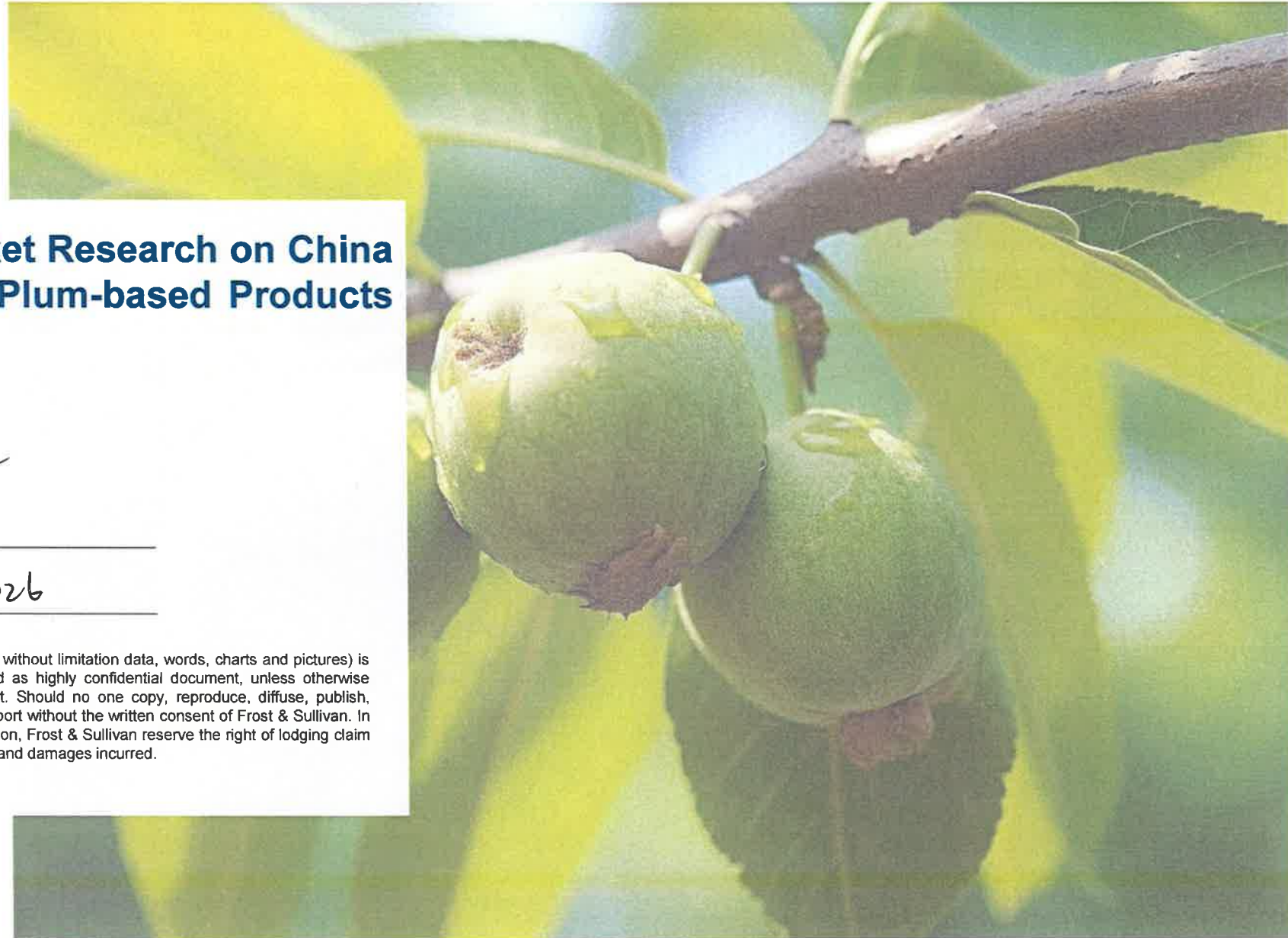


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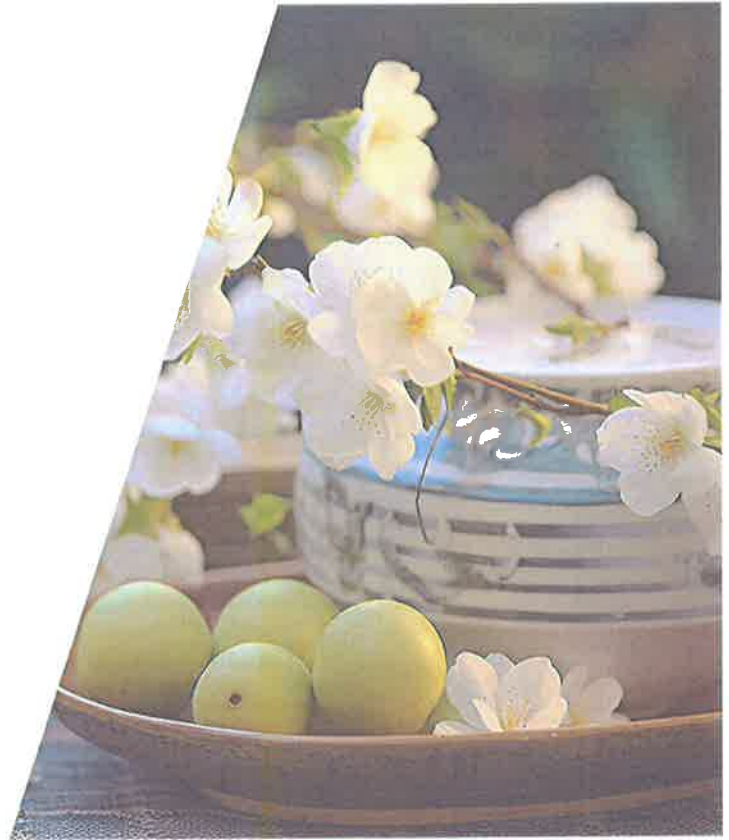
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June, 2026



# Agenda

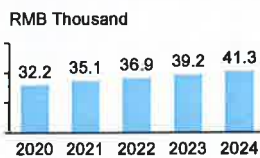
- 1 Overview of China Snack Food Industry
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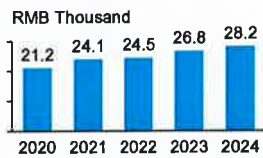
## Overview of China Snack Food Industry Development Background of China Snack Food Market

**Improvement in Residents' Living Standard**

**Chinese Residents per capita Disposable Income, 2020 to 2024**



**Chinese Residents per capita Consumption Expenditure, 2020 to 2024**



With the continued robust economic growth of economy, per capita disposable income in China increased from RMB32.2 thousand in 2020 to RMB41.3 thousand in 2024, and the increase of disposable income represent the improvements in residents' living standards. In addition, China per capita consumption expenditure increased from RMB21.2 thousand to RMB28.2 thousand in 2024. With the steady rise in household income and consumption expenditure, consumer demand for food has shifted from satisfying basic needs to prioritizing quality, health, and diverse experiences. Thus, snack food have gained increasing popularity, becoming an indispensable part of daily diets.

**Rising Demand for Health and Functional Food**

- As living standards improve and health awareness grows, Chinese consumers are placing greater emphasis on choosing foods that go beyond basic nutrition to offer additional health benefits. This shift reflects a deeper understanding of the connection between diet and overall well-being, driving interest in the ancient concept of food and medicine homologous (“药食同源”). Foods that are both functional and natural have become increasingly desirable, as consumers seek products that can prevent illness, boost immunity, and enhance their quality of life. In response, companies are innovating to meet these evolving preferences by developing products that integrate nutrition and health. They are investing in research and development to explore the benefits of natural and functional ingredients, such as antioxidants, probiotics, and traditional medicinal herbs. This focus not only aligns with consumer demands but also leverages cultural heritage, positioning these products as both modern and deeply rooted in tradition.

**Product Diversification and Innovation**

- The rise in personal disposable income and increased consumption expenditure on food have driven product diversification and intensified market competition. In response to this heightened competition, snack food companies are continually introducing innovative products that blend traditional Chinese flavors with modern processing techniques. This has led to the development of a diverse product line, including dried fruits, jellies, crispy snack foods, nuts, pastries, confectionary, and chocolates. Moreover, brands are placing a strong emphasis on innovative packaging and varied consumption scenarios to enhance the consumer experience. In today's society, consumers' acceptance of snack food is continually increasing, and their willingness to try various types of snack food is also on the rise. As the market becomes richer and more diversified, future market competition is expected to become even more intense.

# Overview of China Snack Food Industry

## Definition and Classification of Snack Food Market

### Definition of Snack Food

- **Snack food** specifically refers to various types of snacks and desserts consumed by consumers during leisure time, which is a type of food that is typically consumed between meals as a quick, convenient, and often portable option. Snack foods are generally smaller in portion size compared to main meals.
- Snack foods can be categorized into various types, including fruit snacks, jelly, confectionery, chocolate, roasted seeds and nuts, crispy snack foods, bread, cakes and pastries, biscuits, meat and aquatic animal snacks, seasoned flour products, vegetable snacks and dried tofu snacks
- According to the "Guide of Use for Natural Food Ingredients", **natural food** refers to food ingredients whose raw materials should originate from one or more of the following sources: plants, algae, fungi, animals, microorganisms, minerals, or seawater. These ingredients should be obtained from the raw materials through physical and/or enzymatic and/or microbial processes.

### Classification of Snack Food

Snack Food	<b>Fruit snacks</b>	• Fruit snacks include items such as red dates, hawthorn, strawberries, bananas, green plums, prunes, bayberries, and more.	<b>Dried tofu products</b>	• Dried tofu products refer to various forms of tofu that have had their moisture content significantly reduced through drying processes.
	<b>Jelly</b>	• Jelly is a type of soft, translucent, gel-like food product made by cooking fruit juice or fruit extracts with sugar and a gelling agent, typically pectin.	<b>Meat and aquatic animal snacks</b>	• Meat and aquatic animal snacks refer to a variety of food products that are primarily made from meat, typically designed for convenience and portability.
	<b>Roasted seeds and nuts</b>	• Roasted seeds and nuts are edible, nutrient-rich foods derived from plants.	<b>Seasoned flour products</b>	• Seasoned flour products are ready-to-eat or quick-cook noodles that are flavored with various spices, sauces, or seasoning blends.
	<b>Crispy snack foods</b>	• Crispy snack foods refer to a category of processed or prepared foods that are characterized by a light, crunchy texture when bitten or chewed.	<b>Vegetable snacks</b>	• Vegetable snacks are foods made primarily from vegetables, which can be fresh, dried, or processed.
	<b>Bread, cakes and pastries</b>	• Bread, cakes and pastries are baked goods made from flour and other ingredients like water, yeast, and butter.	<b>Confectionery</b>	• Confectionery refers to a category of food products that are primarily sweet and often made with sugar, sweeteners, and other flavorings.
	<b>Biscuits</b>	• Biscuits are small, baked goods made from flour, fat and a leavening agent.	<b>Chocolate</b>	• Chocolates are sweet treats derived from cocoa beans.

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Source: National Standardization Administration, Frost & Sullivan

# Overview of China Snack Food Industry

## Market Size of China Snack Food Industry (1/2)

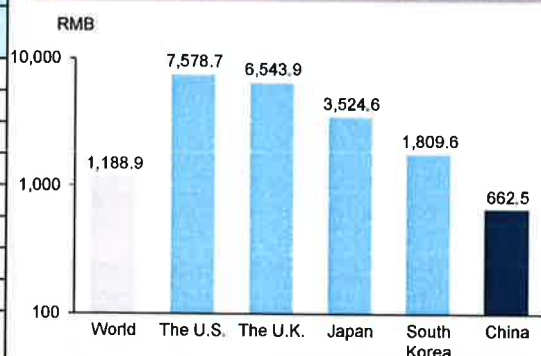
Market Size of China Snack Food Industry by Major Types of Products, 2020-2029E

Item	Retail Sales Value (RMB Billion)				CAGR (%)	
	2020	2024	2025E	2029E	2020-2024	2025E-2029E
Fruit snacks	37.8	52.0	56.0	78.0	8.3%	8.6%
Jelly	17.8	31.0	35.0	57.0	14.9%	13.0%
Confectionery	85.3	93.0	96.0	104.0	2.2%	2.0%
Chocolate	64.1	68.0	70.0	75.0	1.5%	1.7%
Roasted seeds and nuts	141.4	161.0	165.0	184.0	3.3%	2.8%
Crispy snack foods	87.6	102.0	104.0	112.0	3.9%	1.9%
Bread, cakes and pastries	82.9	102.0	107.0	127.0	5.3%	4.4%
Biscuits	77.8	88.0	90.0	98.0	3.1%	2.2%
Meat and aquatic animal snacks	78.7	98.0	102.0	118.0	5.6%	3.7%
Seasoned flour products	41.2	56.0	60.0	80.0	8.0%	7.5%
Vegetable snacks	24.2	39.0	42.0	54.0	12.7%	6.5%
Dried tofu snacks	16.8	21.0	22.0	27.0	5.7%	5.3%
Others	19.3	22.0	23.0	27.0	3.3%	4.1%
<b>China Snack Food Industry</b>	<b>774.9</b>	<b>933.0</b>	<b>972.0</b>	<b>1,141.0</b>	<b>4.8%</b>	<b>4.1%</b>

- The market size of snack food industry in China increased from RMB774.9 billion in 2020 to RMB933.0 billion in 2024, at a CAGR of 4.8%. Driven by the increasing health awareness as well as ongoing product innovation, the upward trend is expected to continue, with the market projected to reach approximately RMB1,141.0 billion in 2029, with a CAGR of 4.1% from 2025.

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Per Capita Consumption Expenditure on Snack Food in Major Countries and Regions, 2024



- In 2024, the annual global per capita consumption on snack food amounted to RMB1,188.9, significantly higher than China's annual per capita consumption on snack food of RMB662.5. Additionally, China's annual per capita consumption on snack food still fell below the global average level, and the gap is particularly notable when compared with developed countries. For instance, the annual per capita consumption on snack food in the U.S., the U.K., Japan and South Korea reached RMB7,578.7, RMB6,543.9, RMB3,524.6 and RMB1,809.6, respectively. This disparity reveals the substantial growth potential for snack food market and extensive future demand for snack food in China, illustrating ample opportunities for snack food providers to expand and meet growing demands of Chinese consumers

Source: National Bureau of Statistics, Frost & Sullivan

# Overview of China Snack Food Industry

## Market Drivers and Trends of China Snack Food Industry

### Emergence of Health Food

With the growth in per capita consumption expenditure and the upgrading of consumption structures, modern consumers are increasingly focused on health and nutrition. This health trend has driven product innovation and market expansion in the snack food sector. For instance, green plums are rich in vitamins, organic acids, and minerals, which can promote digestion and enhance immunity. As a natural fruit-based ingredient, Green-plum-based Fruit Snacks, through advanced processes, retain their flavor and nutritional content, aligning with consumer demand for natural, minimally processed, and healthy foods.

### Shift in Consumption Concepts

With the increase in per capita disposable income and the improvement in living standards, Chinese consumers' dietary habits and consumption concepts have undergone significant changes. Consumers are no longer satisfied with merely the satiety provided by staple foods; they are increasingly eager to try a wide variety of flavorful snacks. Additionally, as the pace of life continues to accelerate, the convenience of snacks has made them particularly popular among consumers. The proportion of traditional staple food consumption in total expenditure is gradually decreasing, while snacks, as a supplement beyond regular meals, have become an important part of daily life. Nowadays, snacks not only need to offer diverse and pleasant flavors but also health-conscious snacks are continuously gaining enthusiastic support from consumers.

### Diversification of Consumption Scenarios

The growing work pressures and ever-faster pace of life have led to a sharp increase in the demand for convenient, ready-to-eat snacks suitable for various consumption scenarios. As consumption scenarios diversify, such as in between meals, in offices, during travel and at family gatherings, the frequency and variety of snack consumption are gradually expanding. In offices, busy professionals often need snacks that can quickly replenish energy without disrupting their work, helping to alleviate hunger and improve work efficiency during hectic intervals. During travel, people are in different environments and states, leading to more diverse snack needs. These snacks are required to be easy to carry and able to satisfy the spontaneous cravings that may arise throughout the journey.

### Improvement in Sales Channels

Recently, the burgeoning rise of e-commerce, live commerce and new retail models has opened up new growth channels for the sales of snack food. In online sector, major platforms leverage convenient shopping methods, extensive user reach, and efficient logistics and delivery systems to enable snack foods to overcome geographical barriers and quickly reach consumers nationwide and even globally. Consumers can easily purchase their desired snacks using mobile devices, enjoying the convenience of home delivery services. In addition, snack specialty store has become increasingly popular as they cater to snack food consumers' demand for health-consciousness, sustainability and cultural exploration while offering personalized shopping experiences and innovative flavors. Thus, the CAGR in market size of China's snack food industry by snack specialty stores has reached 7.8% from 2020 to 2024, and is expected to grow to 10.3% from 2025 to 2029, maintaining the highest growth rate among offline sales channels during the same period.

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Source: Frost & Sullivan

# Overview of China Snack Food Industry

## Policies and Regulation Analysis in China Snack Food Industry

Policy	Release Date	Issuing Agency	Main Content
Measures to Restore and Expand Consumption 《关于恢复和扩大消费的措施》	2024.7	General Office of the State Council	<ul style="list-style-type: none"> <li>It emphasizes both supply optimization and demand expansion, we propose 20 specific policy measures centered around six key areas: stabilizing bulk consumption, expanding service consumption, promoting rural consumption, fostering new types of consumption, improving consumption infrastructure, and optimizing the consumption environment. These measures are aimed at enhancing residents' consumption capacity, boosting their willingness to consume, and unlocking their consumption potential.</li> </ul>
Guidelines on Cultivating Traditional Advantageous Food Production Areas and Local Specialty Food Industries 《关于培育传统优势食品产区 and 地方特色食品产业的指导意见》	2024.3	Ministry of Industry and Information Technology and other ten authorities	<ul style="list-style-type: none"> <li>By 2025, the scale of traditional advantageous food production areas will have significantly expanded, with their geographic coverage further extended. The quality and efficiency of local specialty food industry development will have continually improved, and the capacity to secure supply chains will have markedly enhanced. The integration of secondary and tertiary industries will have consistently optimized, and the modernization level of the industrial chain will have substantially advanced. A development pattern for local specialty foods characterized by "hundred-billion leading enterprises, trillion-dollar clusters, and trillion-dollar industries" will have essentially taken shape.</li> </ul>
Outline of the Plan for the Strategy to Expand Domestic Demand (2022-2035) 《扩大内需战略规划纲要(2022-2035年)》	2022.12	State Council	<ul style="list-style-type: none"> <li>This policy promotes a healthy dietary structure, increase the supply of healthy and nutritious agricultural products and foods, and foster the healthy development of the catering industry.</li> </ul>
14th Five-Year Plan for Food Safety Standards and Monitoring and Evaluation 《食品安全标准与监测评估“十四五”规划》	2022.8	National Health Commission of the People's Republic of China	<ul style="list-style-type: none"> <li>The policy outlines development goals that include significantly improving the systematization and compliance of the food safety standards framework, orderly advancing nutrition plans and the Healthy China initiative for balanced diets, and initially establishing a two-tier intelligent information platform at both national and provincial levels. Additionally, it aims to create a four-tier interconnected information network that links national, provincial, municipal, and county-level systems.</li> </ul>
14th Five Year Plan for National Health 《“十四五”国民健康规划》	2022.4	General Office of the State Council	<ul style="list-style-type: none"> <li>It suggests implementing the National Nutrition Plan and Balanced Diet Initiative, advocating for food appreciation awareness and fostering habits of balanced eating. This includes advancing the construction of the food nutrition standards system, improving the residents' nutrition monitoring system, and strengthening nutritional interventions for key regions and populations.</li> </ul>
Food Safety Law of the People's Republic of China – Second Amendment 《中华人民共和国食品安全法》第二次修订	2021.4	National People's Congress (NPC) Standing Committee	<ul style="list-style-type: none"> <li>It clarifies the responsibilities of regulatory authorities and strengthen the regulatory framework, especially by enhancing grassroots regulatory capabilities; to impose stricter requirements on production and operation processes, such as strengthening overall control in production and refining supervision in operational stages; at the same time, to standardize the management of special foods, such as health foods and foods for special medical purposes, thereby providing a solid legal foundation for ensuring food safety for the public, improving the overall level of food safety, and promoting healthy development in the food industry.</li> </ul>

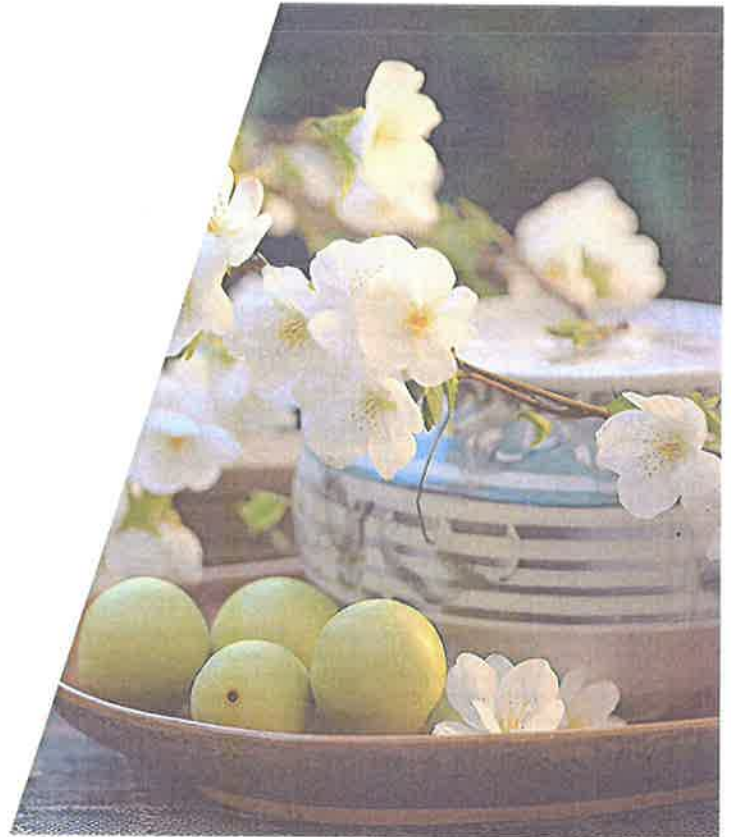
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Source: Frost & Sullivan

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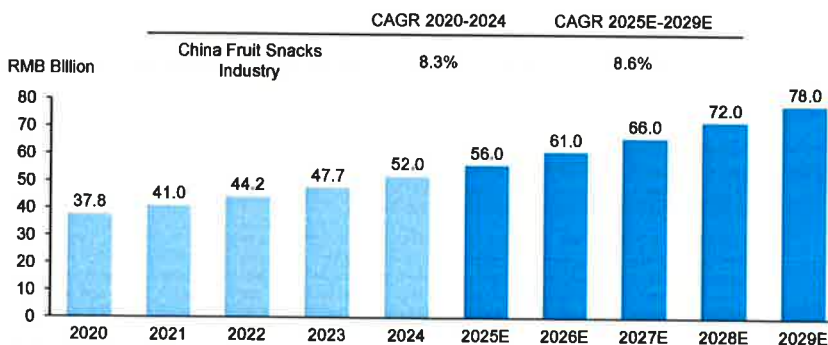
## Overview of China Fruit Snacks Industry

### Overview of Fruit Snacks Industry

#### Definition and Classification of Fruit Snacks

- Fruit snacks, which encompass dried fruit, freeze-dried fruit, and processed fruit snacks, and fruit-based bars or bites have become widely popular over the past few years, as consumers increasingly seek healthier, more natural alternatives to traditional snack foods. These snacks, made from a variety of fruits, offer convenience without sacrificing nutritional value. Whether in the form of dried, freeze-dried, or fruit-based bars and bites, fruit snacks are packed with organic acids, vitamins, fiber, and antioxidants, making them a favorite among health-conscious individuals. The versatility of fruit snacks also appeals to a wide range of consumers, from children to adults, and they are often marketed as on-the-go options that fit into busy lifestyles.
- **Dried Fruit Snacks:** Pre-packaged dried or preserved fruits, typically sold in pouches, cardboard boxes, or cartons, include a variety of fruits such as plums, grapes, pears, apricots, cherries, berries, dates, and cranberries. This category also encompasses deep-fried fruit slices, like banana chips, plantain chips, and other dried fruit crisps or chips.
- **Processed Fruit Snacks:** Snacks such as fruit flakes, fruit leathers, fruit roll-ups, fruit winders, fruit sticks, and fruit strings, with fruit serving as one of the major ingredients. Among the various fruit-based snacks, plum based snacks especially dried plums have seen a remarkable rise in recent years. Their distinct sweet-sour flavor profile, combined with their health benefits—such as aiding digestion, boosting immunity, and providing essential vitamins and minerals—has contributed to their growing appeal.

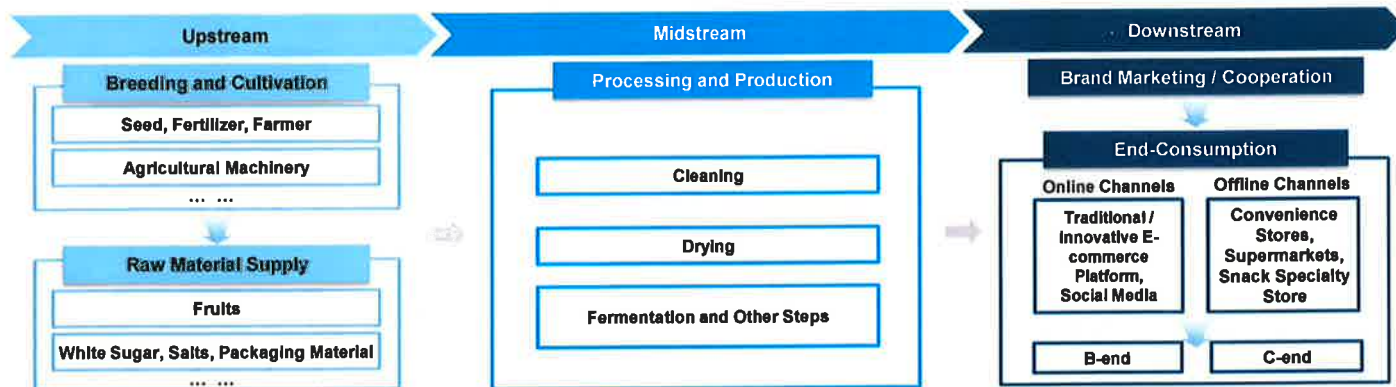
Market Size of China Fruit Snacks Industry by Retail Sales Value, 2020-2029E



- The fruit snack industry in China is undergoing rapid development, driven by increasing consumer demand for healthier and more convenient snack options. As health consciousness rises, especially among younger generations and urban consumers, there is a growing preference for natural, minimally processed snacks. This has led to the popularity of products such as dried fruits, fruit leathers and roll-ups. Additionally, innovation in packaging and product formats, such as single-serve portions and resealable packs, has catered to the on-the-go lifestyles of consumers. The market is also seeing a trend toward premiumization, with higher-quality, organic, and additive-free fruit snacks gaining traction. Overall, the fruit snack industry in China is set for continued growth, supported by changing dietary habits and the pursuit of healthier

# Overview of China Fruit Snacks Industry

## Value Chain Analysis



- The upstream of the China fruit snacks industry mainly includes raw material suppliers who are responsible for fruit breeding and cultivation, and raw material supply. To ensure the quality of raw material, leading manufacturers often build production bases near major raw material sourcing regions and establish long-term relationships with local farmers. Modern farming techniques, such as precision agriculture and pest management, not only improve the production efficiency of raw materials but also enhance their nutritional content and taste, thereby meeting the growing market demand.
- The midstream of the industry primarily includes snack food manufacturers who are responsible for snack food processing and production. Technological advancements in food processing, such as automation and aseptic fresh-lock technology, have optimized the processing of fruit snacks by preventing microbial contamination and extending shelf life without preservatives. Leading manufacturers are also developing innovative package technologies to enhance convenience, preserve freshness, and cater to the fast-paced lifestyles of modern consumers.
- The downstream of the industry includes both end-use consumers and retailers and distributors channels like traditional retail, supermarkets, snack specialty stores, and e-commerce platforms. With the rapid development of e-commerce, sales channels have become more diversified, offering consumers easy access to various fruit snacks. Companies enhance market visibility and share through brand building and marketing activities, collaborating with well-known brands for cross-promotions or providing customized products for key downstream retailers.

## China Green-plum-based Fruit Snacks Industry

# Overview of China Fruit Snacks Industry

## Definition and Classification of Green-plum-based Fruit Snacks

### Definition of Green-plum-based Fruit Snacks

- Green plums have gained widespread acceptance as an oriental fruit in Japan, South Korea, and other East Asian countries. Green-plum-based fruit snacks refer to products primarily made from green plums through drying or preservation processes. This category mainly includes dried green plums. These fruit snacks are typically characterized by their sour, sweet, and sometimes salty flavors, offering a distinctive taste profile that appeals to a wide range of consumers. They are commonly consumed as convenient, shelf-stable snacks and are also valued for their potential digestive and refreshing properties.



### Green-plum-based Fruit Snacks in Major Countries and Regions

- The globalization of green-plum-based fruit snacks highlights the growing international appeal of traditional Chinese flavors. Among various green plum products, dried and preserved green plums stand out for their convenience, distinctive sweet-sour taste, and cultural heritage. As China's global cultural influence expands, these snacks are gaining popularity abroad, promoting both product globalization and culinary exchange.
- Japan is one of the major consumption markets for green-plum-based fruit snacks. These products occupy a notable position in Japanese dietary culture and are widely favored by local consumers. Their sour profile aligns with Japan's preference for light, refreshing snacks, and their nutritional qualities resonate with the country's health-conscious eating habits. Traditionally, Japanese households have preserved green plums with perilla leaves, creating pickled products that share similarities in flavor and preservation techniques with Chinese green plum snacks. Moreover, Japan's focus on high-quality food production and packaging has further enhanced the appeal of green-plum-based fruit snacks in both daily consumption and the gift market. The craftsmanship and technical standards in Japan's green-plum-based snack industry have reached a mature level, particularly in the development of additive-free and preservative-free products.
- Compared to Japan, the domestic market potential for green-plum-based fruit snacks in China remains significant. Japan's per capita annual consumption of green-plum-based fruit snacks is more than 70 times that of China, highlighting a considerable growth opportunity for the Chinese market. With the continuous rise of health awareness, consumption upgrading, and increasing interest in culturally rooted foods, Chinese consumers are becoming more receptive to green-plum-based fruit snacks. This trend suggests promising room for further expansion of the category in China's domestic snack market.

### Functions of Green-plum-based Fruit Snacks

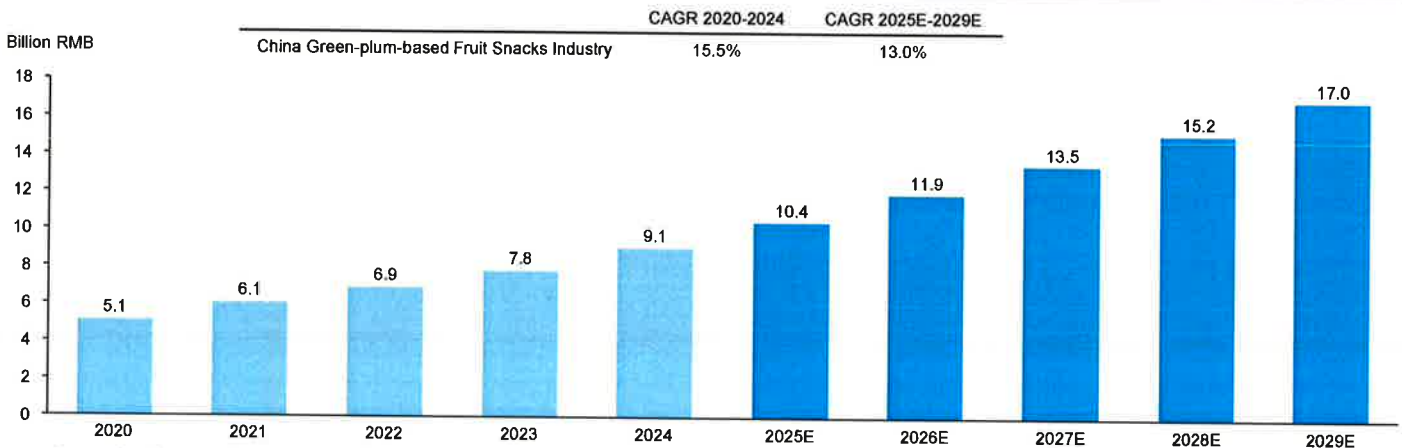
In the "Compendium of Materia Medica" (《本草纲目》) it is mentioned that green plum has therapeutic effects for cholera, vomiting, diarrhea, dysentery, thirst, and typhoid fever. The processed product of green plum, smoked plum, has been included in the "food and medicine homologous" (《药食同源》) directory by the National Health Commission. Attributed to its naturally occurring organic acids, green-plum-based fruit snacks offer numerous health benefits to consumers:

- Promotes Digestive Health:** Green plum is rich in organic acids, which can stimulate gastric juice secretion, aid digestion, and relieve constipation.
- Antioxidant Effects:** Green plum contains abundant antioxidants, such as vitamin C and polyphenols, which help combat free radicals, slow down the aging process, and protect cell health.
- Regulates Blood Sugar:** Green plum has the potential to lower blood sugar levels, which can help regulate blood glucose levels and benefit diabetic patients.
- Aids Weight Loss:** Green plum is low in calories and high in fiber, making it a suitable healthy snack that helps control weight.

# Overview of China Fruit Snacks Industry

## Market Size of China Green-plum-based Fruit Snacks

Market Size of China Green-plum-based Fruit Snacks Industry by Retail Sales Value, 2020-2029E



- Green-plum-based fruit snacks are valued for their distinctive natural acidity, fruit-derived organic acids, and bioactive compounds, which are commonly associated with digestive support and appetite stimulation. Benefiting from strong flavor recognition, natural preservative characteristics, and adaptability across multiple snack formats, green-plum-based fruit snacks continue to appeal to consumers seeking fruit-based, minimally processed snack alternatives.
- The market size of China's green-plum-based fruit snacks industry by retail sales value increased from RMB5.1 billion in 2020 to RMB9.1 billion in 2024, representing a CAGR of 15.5%. Growth has been driven by rising consumer awareness of digestive health, continuous product innovation, and a shift in consumer preferences toward natural and functional snack foods. Looking ahead, the market is expected to expand from RMB10.4 billion in 2025 to RMB17.0 billion in 2029, at a CAGR of 13.0%, supported by sustained demand for fruit-based, and health-oriented snack products.

## China Prune-based Fruit Snacks Industry

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### Overview of China Fruit Snacks Industry

#### Definition and Classification of Prune-based Fruit Snacks

##### Definition of Prune-based Fruit Snacks

- Prune-based fruit snacks refer to food made primarily from prunes through various processing methods, celebrated for their rich flavor, natural sweetness, and numerous health benefits. These fruit snacks primarily include dried prunes and others. Known for being high in dietary fiber, antioxidants, and essential vitamins and minerals, Prune-based fruit snacks support digestive health and overall well-being. They have gained popularity worldwide, not only as a healthy snacking option but also as a versatile ingredient in cooking and baking. With their long shelf life and natural nutritional value, prune-based fruit snacks continue to appeal to health-conscious consumers and those seeking natural alternatives to processed foods.

##### Benefits of Prunes

Prunes are rich in various nutrients, including vitamins, inorganic salts, dietary fiber, and polyphenolic compounds. Additionally, prunes are cholesterol-free and fat-free, making them a healthy dietary choice.

- **Antioxidant Properties:** Prunes are high in polyphenolic compounds, which are known for their antioxidant effects. These compounds help neutralize free radicals in the body, potentially reducing the risk of chronic diseases and slowing down the aging process.
- **Cardiovascular Protection:** The high content of potassium and dietary fiber in prunes supports heart health by helping regulate blood pressure and cholesterol levels. Antioxidants in prunes may also contribute to reducing oxidative stress in the cardiovascular system.
- **Anti-Colon Cancer Effects:** Prunes have been shown to have protective effects against colon cancer. The dietary fiber in prunes promotes healthy digestion and may reduce the risk of colorectal cancer by enhancing bowel movements and preventing constipation.
- **Bone Health:** Prunes are beneficial for bone health due to their content of vitamins and minerals such as potassium and boron. These nutrients help in the maintenance of bone density and can be particularly useful in preventing bone-related diseases like osteoporosis.
- **Relief from Constipation:** One of the most well-known benefits of prunes is their ability to relieve constipation. This is primarily due to their high fiber content and natural sorbitol, which acts as a mild laxative to help promote regular bowel movements.



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Source: *Nutritional Value and Processing Research Progress of Prunes in Chinese Fruit and Vegetable*, Frost & Sullivan

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# Overview of China Fruit Snacks Industry

## Prune-based Fruit Snacks in Major Countries and Regions

- The United States(The U.S.), particularly California, has become the world's largest producer and exporter of prunes, accounting for the majority of global prune supply. California's dominant role in prune production and exportation ensures a steady supply to both domestic and international markets, including Europe and Asia. European markets, such as France, Germany, and Spain, also contribute to prune production, but they are smaller compared to the U.S. market.
- Prunes, scientifically known as European prune, originated in Western Asia and Europe. In many Western countries, prunes have become a well-established health food, commonly prescribed for digestive health, especially for relieving constipation. The European and American markets have developed a broad range of Prune-based fruit snacks. Consumers in these regions are highly familiar with prunes and have a strong level of acceptance, leading to a stable and mature market for prune-based fruit snacks.
- In Europe and North America, prunes are widely recognized for their health benefits, particularly their role in digestive health. Prune-based fruit snacks are considered everyday items in these regions, with high consumer awareness and frequent consumption. In contrast, in China, prune-based fruit snacks are largely viewed as a high-end snack or a health supplement, and their consumption frequency is relatively low. However, as consumer awareness continues to grow and as marketing efforts increase, there is potential for the Chinese market to develop similarly to the European and American markets, with prune-based fruit snacks becoming a more commonly consumed food.

### The U.S. Prune-based Fruit Snacks Analysis

- The U.S. is one of the largest producers and consumers of prune-based fruit snacks, with California leading in prune production. Prune juice, dried prunes, and prune snacks are highly popular for their health benefits, particularly for digestive health. Prunes are also incorporated into functional foods and dietary supplements targeting wellness-focused consumers.

### European Prune-based Fruit Snacks Analysis

- In Europe, France and Italy are key producers of prunes, with Agen prunes from France being globally renowned. Prune-based fruit snacks are widely used in both sweet and savory dishes, while their health benefits make them a staple in wellness-focused diets.

### Asia-Pacific Prune-based Fruit Snacks Analysis

- In countries such as China, Japan, and South Korea, Prune-based fruit snacks are increasingly gaining traction due to the rising interest in healthy snacks. Prune-based fruit snacks are often incorporated into candies, teas, and baked goods, catering to diverse taste preferences. Japan is also notable for its innovative packaging and marketing of prune-based snacks targeting younger consumers.

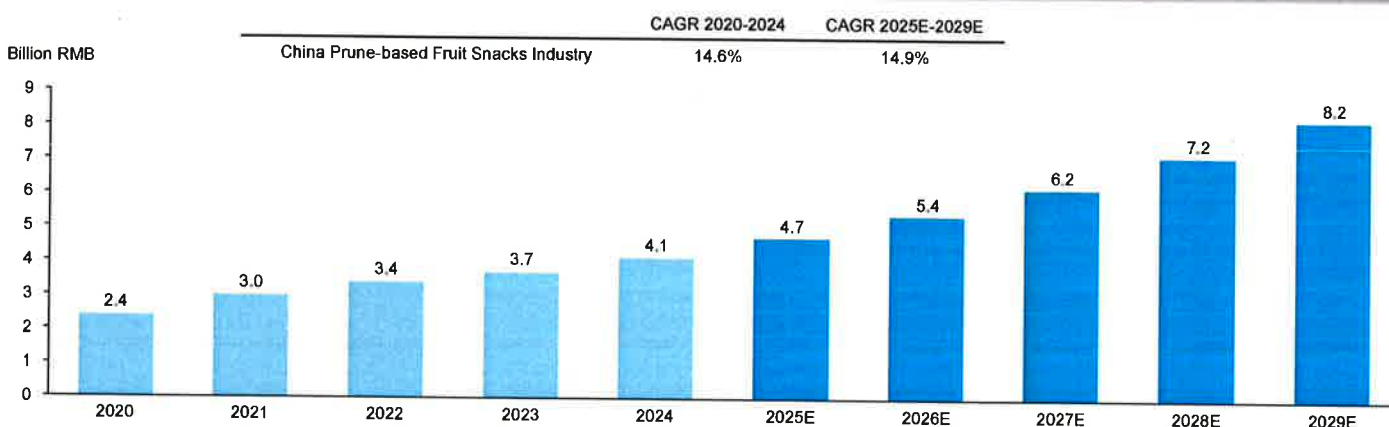
### Other Countries Prune-based Fruit Snacks Analysis

- Chile is a major prune producer and exporter, supplying a significant portion of the global market. Prune-based fruit snacks are enjoyed domestically and valued internationally for their quality and flavor. These products are commonly consumed as snacks or used in baking and cooking.

# Overview of China Fruit Snacks Industry

## Market Size of China Prune-based Fruit Snacks Industry

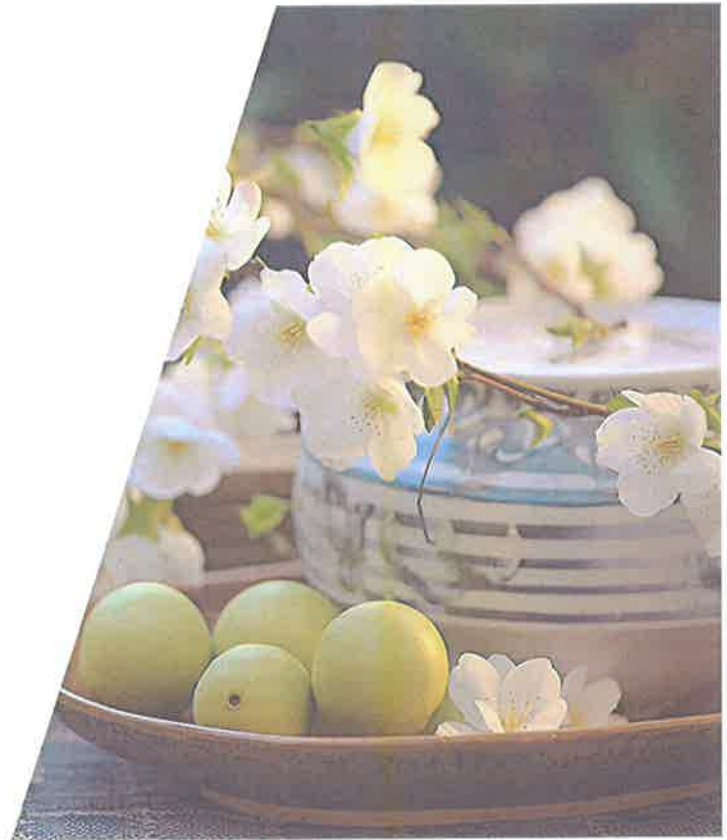
Market Size of China Prune-based Fruit Snacks Industry by Retail Sales Value, 2020-2029E



- China's prune-based fruit snacks industry is growing steadily, driven by rising health awareness and demand for natural, functional snacks. Key factors include consumer preference for digestive health benefits and expanding e-commerce channels. Government support for fruit processing further boosts the market. The market size of prune-based fruit snacks industry by retail sales value in China increased from RMB2.4 billion in 2020 to RMB4.1 billion in 2024, at a CAGR of 14.6%. Driven by the increasing health awareness as well as ongoing product innovation, the upward trend is expected to continue, with the market projected to reach approximately RMB8.2 billion in 2029, with a CAGR of 14.9% from 2025.

# Agenda

- 1 Overview of China Snack Food Industry
- 2 Overview of China Fruit Snacks Industry
- 3 Overview of China Jelly Industry**
- 4 Overview of China Plum-based Products Industry
- 5 Competitive Landscape of China Snack Food Industry
- 6 Appendix



## Overview of China Jelly Industry

### Definition of Jelly Industry and Introduction of Natural Jelly Industry

#### Definition of Jelly

- Jelly is a gelatinous, sweet food typically made from fruit juice, sugar, thickening agents such as gelatin, carrageenan, or agar, and water. The key ingredients are combined and processed to form a smooth, transparent texture with a firm yet wobbly consistency. The fruit juice provides flavor and natural color, while the thickening agents help achieve the gel-like structure. Jelly is commonly enjoyed as a dessert or snack and can be found in various flavors, often reflecting the fruit used in its preparation. Its versatility and appealing texture make it a popular treat across different markets and cultures.

#### Introduction of Konjac Jelly and Natural Jelly

- Jellies can be classified into different types based on their ingredients and processing methods. As consumers' health awareness increases, jelly manufacturers are shifting their product development toward healthier and more natural options. Based on traditional jelly, they are increasingly using konjac as a key ingredient to produce **konjac jelly**, leveraging its low-calorie and high-fiber properties to cater to health-conscious consumers. Additionally, to capture consumers' rising demand for health-conscious snacking options, jelly manufacturers are gradually shifting their product development focus toward healthier and more natural jelly products. Jelly manufacturers are increasingly adopting natural fruit nectars as raw materials while avoiding preservatives, artificial colorings and flavors to produce natural jelly. These innovations have resonated particularly well with young people, children, and white-collar consumers seeking guilt-free and natural food products.

#### Comparison between Natural Jelly and Traditional Jelly



##### Raw Material

- Natural jelly is made with pure, natural ingredients such as fruit juices, fruit purees, and natural extracts, without the use of artificial colors, flavors, or preservatives.
- In contrast, traditional jelly typically contains synthetic additives like artificial colorants, flavorings, and sweeteners. Its primary ingredients are often syrup, artificial fruit flavorings, and thickeners like gelatin, which are used to enhance color, texture, and shelf life.



##### Production Process

- The production process for natural jelly focuses on minimal processing to retain the nutritional value and natural flavors of the fruits and vegetables. It typically uses low-temperature pasteurization to preserve nutrients and maintain the product's natural quality.
- On the other hand, traditional jelly involves more intensive processing, including the use of artificial additives and higher-temperature pasteurization. This multi-step process is designed to ensure a longer shelf life and a more intense, sweeter taste.

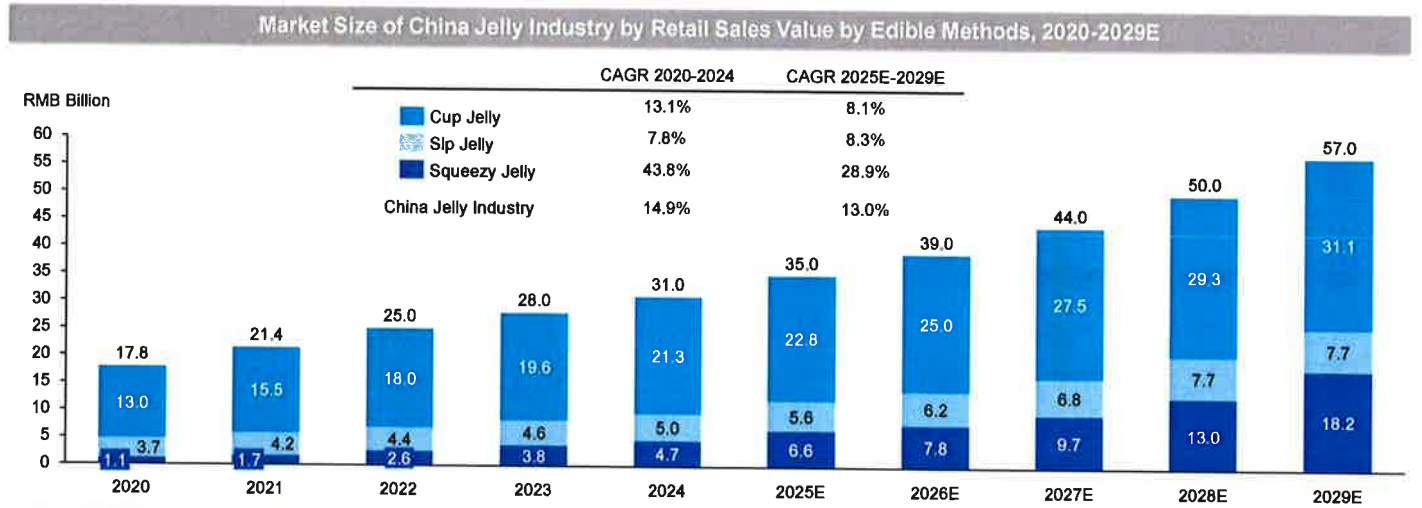


##### Market Positioning

- Natural jelly appeals to consumers who prioritize nutrition, health, and natural ingredients. As the demand for healthy eating rises, natural jelly has gained popularity among health-conscious young consumers, children, and the premium food market.
- In contrast, traditional jelly is positioned as an affordable, long-lasting dessert. It caters to price-sensitive consumers, including children and teenagers, who prefer sweeter flavors and are less focused on the nutritional content of their food.

## Overview of China Jelly Industry

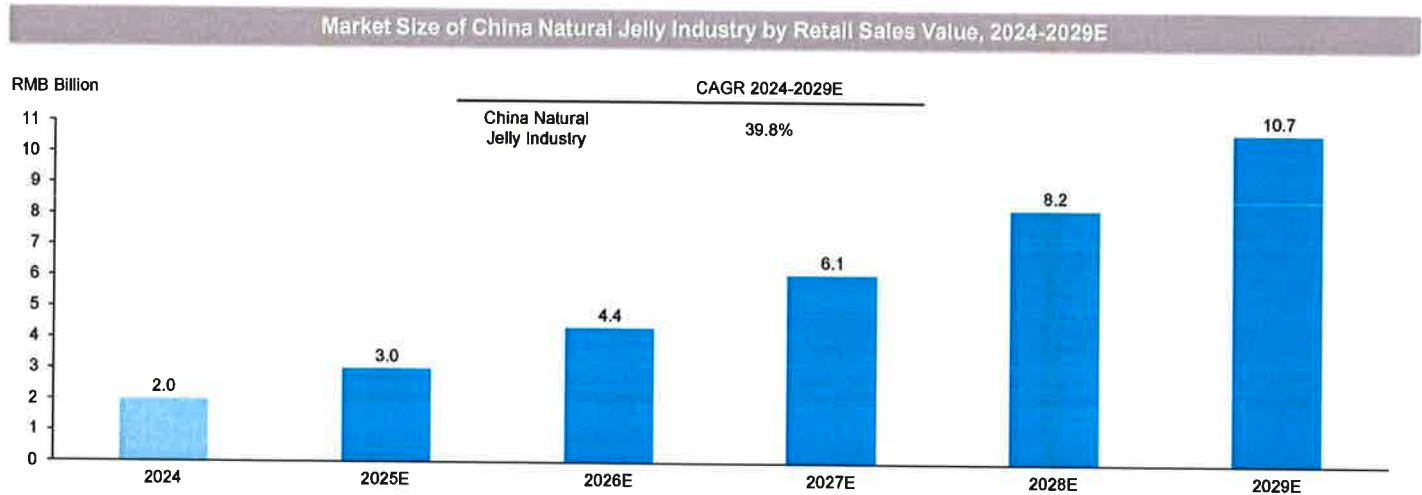
### Market Size of China Jelly Industry



The China jelly market is experiencing steady growth, driven by changing consumer preferences, increasing demand for convenient snacks, and the growing interest in health-conscious products. The cup, sip, and squeeze formats in the China jelly market cater to consumers looking for convenience, portability, and novelty. The cup method remains popular for its ease of use and ability to serve traditional jelly products, while sip and squeeze formats are gaining traction due to their innovative, fun, and portable nature. Particularly, squeeze jelly is experiencing the fastest growth in China jelly industry due to its convenient, portable packaging and appeal to younger consumers seeking fun, interactive snacking experiences. Additionally, its compatibility with innovative flavors and health-focused ingredients aligns with evolving consumer preferences for quality and novelty. The market size of jelly industry in China by retail sales value has increased from RMB17.8 billion in 2020 to RMB31.0 billion in 2024 at a CAGR of 14.9% and is expected to reach RMB57.0 billion in 2029 at a CAGR of 13.0% from 2025.

## Overview of China Jelly Industry

### Market Size of China Natural Jelly Industry



As consumers' health awareness increases, jelly manufacturers are shifting their product development toward healthier and more natural options. Based on traditional jelly, they are adopting natural fruit purees as raw materials, avoiding artificial additives such as flavorings and colorings, to produce natural jelly that aligns with consumers' growing preference for wholesome foods. These innovations have resonated particularly well with young people, children, and health-conscious individuals seeking guilt-free, wholesome treats that align with evolving consumer preferences for natural and transparent food products. It is expected that the market size of natural jelly industry by retail sales value in 2029 will reach over RMB10 billion, with a CAGR of 39.8% from 2024.

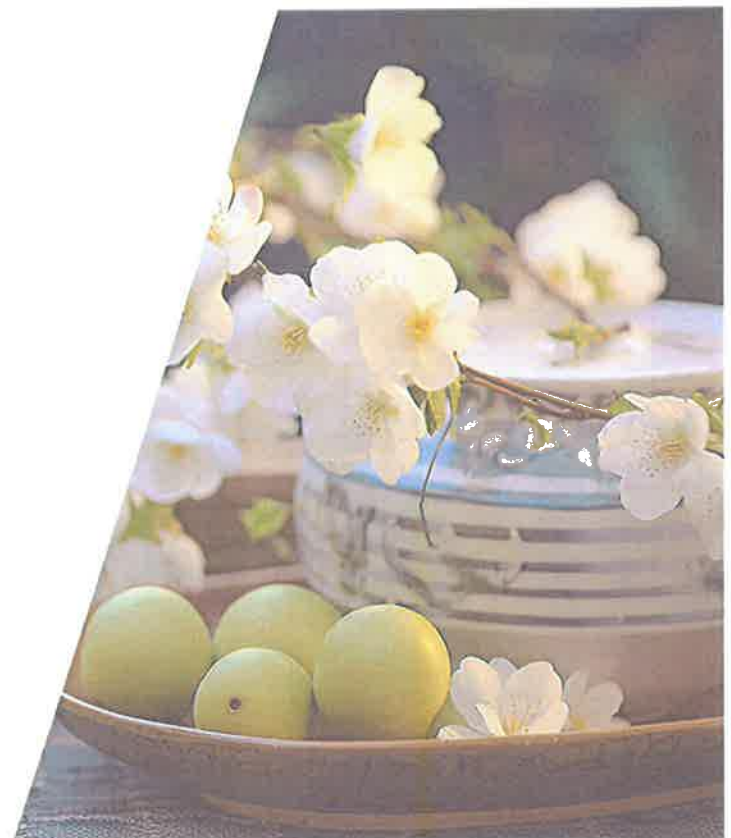
# Overview of China Jelly Industry

## Market Drivers and Trends of China Jelly Industry

<b>1</b> Product Innovation	<ul style="list-style-type: none"><li>The jelly industry is increasingly focusing on product innovation to meet the growing consumer demand for healthier, more natural options. The shift from using traditional fruit juices to natural fruit pulps as the primary ingredient ensures that products maintain higher nutritional value and authenticity, catering to health-conscious consumers. Moreover, the introduction of novel natural ingredients like konjac and acacia gum not only enhances the texture and mouthfeel but also reduces unnecessary water and juice content, improving the overall product quality. These innovations allow for a more satisfying and unique eating experience, setting brands apart in a competitive market. Additionally, the development of jelly products with complex, multi-layered flavors reflects the industry's move towards differentiation, offering consumers a broader variety of tastes and health benefits. This trend aligns with the rising popularity of natural food that are free from artificial additives and preservatives, responding to consumer concerns about food transparency and health. As a result, the jelly market is evolving into a more diverse and health-focused category, with brands leveraging innovation to tap into niche markets and attract a broader demographic, from children to adults.</li></ul>
<b>2</b> Expanding Consumer Base	<ul style="list-style-type: none"><li>The jelly industry is increasingly broadening its consumer base by tailoring products to meet the diverse needs of different groups and consumption contexts. This expansion is particularly evident in the rise of natural jellies that appeal to both younger and adult consumers, who are seeking healthier, convenient snack options. To better cater to these segments, brands are innovating with packaging designs that prioritize both convenience and safety. For example, the development of small, resealable stand-up pouches offers enhanced portability and ease of consumption, while also addressing safety concerns, particularly for parents of young children. This type of packaging not only improves the overall user experience but also adds a layer of trust by mitigating risks associated with traditional jelly consumption. Additionally, these innovations help brands tap into new market opportunities by offering products that fit seamlessly into the fast-paced, on-the-go lifestyles of modern consumers. By expanding their appeal across various demographics, such as health-conscious adults, young professionals, and parents with children, companies are positioning natural jelly as a versatile and attractive option for a wider audience, fueling the market's growth. This trend also highlights the growing importance of convenience, health, and safety in shaping consumer purchasing decisions.</li></ul>
<b>3</b> Advancements in Production Processes	<ul style="list-style-type: none"><li>The jelly industry's growth in China is being further propelled by continuous improvements in production processes, which are enhancing both product quality and operational efficiency. By partnering with internationally recognized companies, domestic manufacturers are gaining access to state-of-the-art technologies and best practices that improve key aspects such as freshness retention, sterilization, and product consistency. Advanced techniques like high-pressure processing (HPP) and sterile filtration are being used to preserve the natural taste and nutritional content of jellies while ensuring they remain free from harmful bacteria, thus extending shelf life without the need for artificial preservatives. Moreover, the integration of automation and smart production systems has streamlined the manufacturing process, reducing human error and increasing output efficiency. These technological advancements lead to higher-quality products and enhance supply chain traceability, providing transparency that strengthens consumer trust. As food safety and quality standards become increasingly important to consumers, the jelly industry's ability to meet these demands through more advanced production techniques will be key to maintaining competitiveness and attracting health-conscious buyers. These trends are likely to drive further innovation, with companies focusing on producing fresher, healthier, and longer-lasting jelly products that cater to evolving consumer expectations.</li></ul>

## Agenda

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# Overview of China Plum-based Products Industry

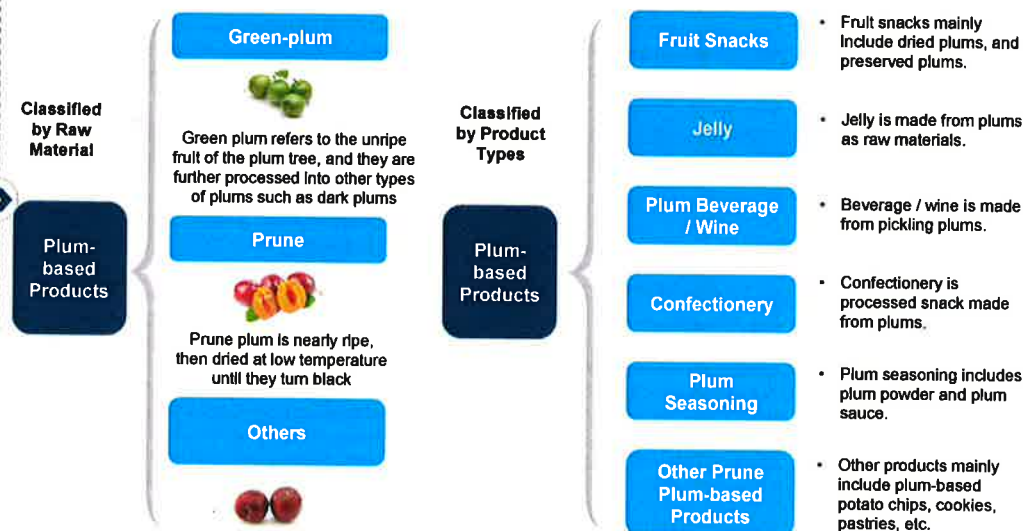
## Definition and Classification of Sour Snacks and Plum-based Products

### Overview of Sour Snacks

- Among various types of snacks, sour snacks can stimulate the taste buds, providing a unique freshness and strong flavor impact, making them a favorite choice for consumers. Sour snacks can be categorized into natural sour snacks and artificially flavored sour snacks. **Natural sour snacks**, such as dried fruits, derive their taste from natural ingredients and are often viewed as healthier options. Artificially flavored sour snacks, such as sour candies or gummies, use added acids and flavorings to create a bold, tangy taste that appeals to younger audiences.
- Attributed to naturally occurring organic acids, plum-based products stand out among sour products, plum-based products stand out among sour products as they offer a milder acidity and a rich complexity compared to other sour snacks, **possessing natural health benefits such as regulating the stomach, promoting digestion, and offering antioxidant properties.** Their diverse product forms have made them one of the most popular and promising category within sour snacks. Under the current snack consumption landscape, to better cater to the increasingly discerning preferences and demands of consumers, more brands are enhancing the traditional products by incorporating sour flavor experiences.

### Definition of Plum-based Products

- Plum-based products refer to various products made from plums while retaining their unique flavor and nutritional value through processing. These processing methods can include pickling, drying, candied preparation, and fermentation, resulting in different flavors and uses for the plums. Plum products typically maintain the sour taste of plums while also incorporating salty, sweet, or other distinctive flavors.

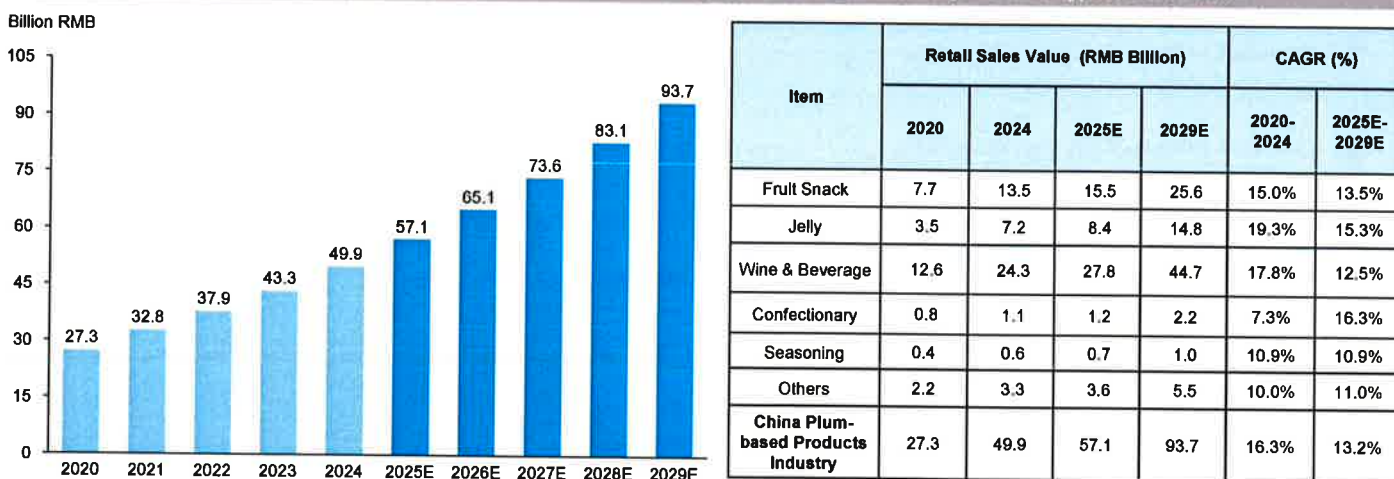


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# Overview of China Plum-based Products Industry

## Market Size of China Plum-based Products Industry

Market Size of China Plum-based Products Industry by Retail Sales Value by Product Types, 2020-2029E

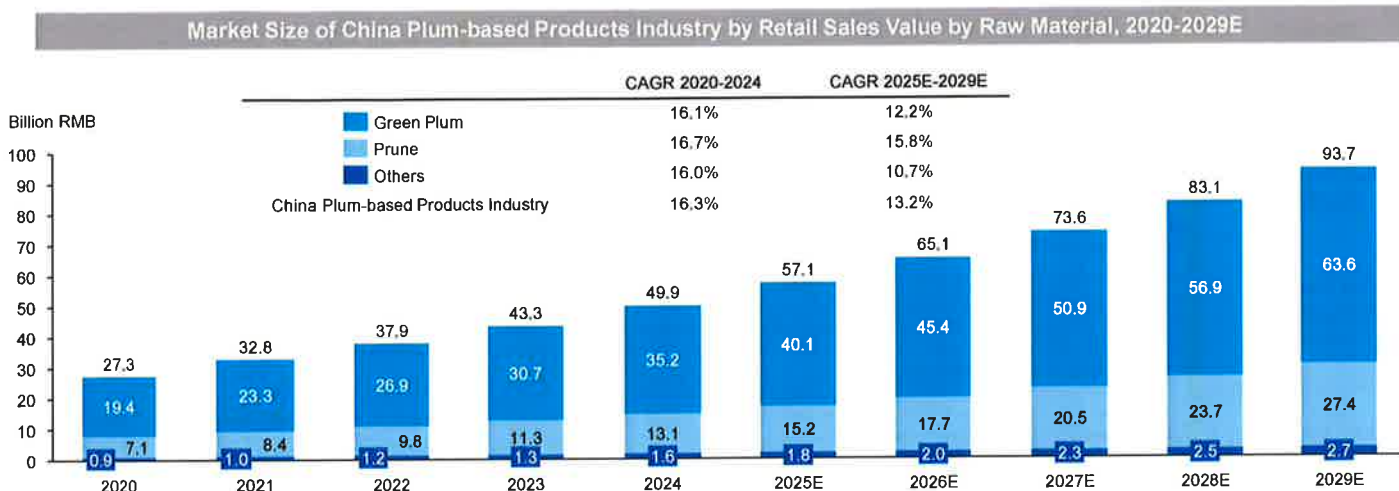


- Plum-based products are classified into fruit snacks, jelly, wine & beverage, confectionery, seasoning and other products. The market size of plum-based products industry by retail sales value has increased from RMB27.3 billion in 2020 to RMB49.9 billion in 2024 with a CAGR of 16.3% and is expected to rise to RMB93.7 billion in 2029. Among them, plum jelly products are breaking into the traditional jelly market by rapidly expanding their market share through a concept of being healthier with better flavor. Thus, the market size of plum jelly by retail sales value in China has increased from RMB3.5 billion in 2020 to RMB7.2 billion in 2024, representing a highest CAGR of 19.3%. In the future, as plum jelly further opens up the snack food market, the market for plum jelly is expected to lead the growth of China plum-based products industry. The market size of plum jelly by retail sales value in China is expected to increase from RMB8.4 billion in 2025 to RMB14.8 billion in 2029, representing a CAGR of 15.3%.

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## Overview of China Plum-based Products Industry

### Market Size of China Plum-based Products Industry



- China is the country with the widest suitable regions for growing green plums. As a traditional fruit with both medicinal and culinary value, green plums are rich in nutrients, and the variety of green plum products available in the market is increasing. Thus, the market size of plum-based products by retail sales value in China has increased from RMB27.3 billion in 2020 to RMB49.9 billion in 2024, representing a CAGR of 16.3%, among which the market size of green plum by retail sales value in China has increased from RMB19.4 billion in 2020 to RMB35.2 billion in 2024, representing a CAGR of 16.1%. In the future, as the deep processing of green plum products gradually expands and the variety of green plum products continues to increase, such as plum jelly and plum wine, etc., the market for plum-based products and green-plum-based fruit snacks in China is expected to continue to grow. The market size of plum-based products by retail sales value in China is expected to increase from RMB57.1 billion in 2025 to RMB93.7 billion in 2029, representing a CAGR of 13.2%. In addition, the market size of green plum by retail sales value in China is expected to increase from RMB40.1 billion in 2024 to RMB63.6 billion in 2029, representing a CAGR of 12.2%.

## Overview of China Plum-based Products Industry

### Market Drivers and Trends of China Plum-based Products Industry

#### Increasing Demand for Green Natural Food

As global health awareness strengthens, consumers are becoming increasingly concerned to the sources and ingredients of those green natural food, leading to a significant rise in the demand for green food and natural food. Plum-based products, known for their health benefits such as promoting digestion and antioxidant properties, align with modern consumers' pursuit of a healthy lifestyle. In China, as the government emphasizes food safety and healthy eating, consumers are willing to pay a premium for high-quality organic products, providing significant market opportunities for plum-based products companies, driving major brands launching a diverse range of plum products to meet market demand.

#### Diversification of Product Categories

To meet the diverse demands of the market, the range of plum-based products is continually expanding. In addition to traditional offerings like dried green plums and green-plum wine, various new products have emerged, such as plum jelly and plum gummies. These innovations not only fulfill consumer needs for functionality and convenience but also attract the attention of younger demographics. Moreover, plum-based products are gradually making their way into the realm of everyday condiments, such as plum sauce, positioning themselves as popular healthy seasoning options in the kitchen. As consumers increasingly prioritize food quality and seek personalized experiences, there is a growing demand for complex flavor profiles in plum-based products. In response, companies are innovating by introducing new ingredients to develop products that offer specific functions and rich, layered flavors. For example, plum jelly has gained popularity as a convenient snack due to its unique taste, appealing texture, portable packaging, and nutritional benefits.

#### Acceleration of Industry Chain Integration

The integration of the entire plum-based products industry chain is gaining momentum, fueled by increasing consumer demand for healthy foods and supportive policies. This process is supported by the scaling and organic certification of plum planting bases, advancements in production and processing technology, and the expansion of branding and multi-channel sales for plum-based products. The ongoing integration of resources across the green plum industry aims to reduce costs and improve efficiency. By enabling large-scale production of plum-based products, companies can lower manufacturing costs, enhancing the market competitiveness of their products. Additionally, large-scale and standardized production processes help ensure the consistency and quality of plum-based products, which is crucial for maintaining consumer trust and meeting the rising demand for high-quality, healthy plum-based products. As industry consolidation advances, companies in the plum-based product sector better leverages economies of scale and invests more in research and development, which allows them to create innovative plum-based products that cater to changing consumer preferences, reinforcing their market position and expanding their reach both domestically and internationally.

# Overview of China Plum-based Products Industry

## Industry Barrier Analysis of China Plum-based Products

- 1 **Product Innovation Barrier**
  - The development of new flavors and product categories for plum-based products faces multiple barriers. The unique flavor of plums requires precise seasoning techniques for innovative complex flavors to ensure that their natural taste is not compromised. Additionally, companies need sharp market insights to capture diverse and constantly changing consumer preferences while combining advanced technology and equipment to respond quickly and launch products that meet market demands. This relies on the company's awareness of innovation, strong technological reserves, investment in equipment, and a precise understanding of consumer needs.
- 2 **Technological Barrier**
  - The production of plum-based products involves a variety of complex processing techniques and technologies, including washing, pickling, drying, and packaging. These processes require precision in production equipment and specialized skills from operators. Advanced companies achieve a high level of production technology by introducing advanced technologies from overseas or collaborating with research institutions and industry leaders for in-house development. New entrants, on the other hand, need to invest substantial funds to purchase advanced equipment and train employees to ensure product quality and safety. Additionally, companies may need to adhere to strict food safety and quality standards during the production process, further raising the technical barriers.
- 3 **Raw Material Acquisition Barrier**
  - Plum, as the key raw material for plum-based products, are subject to climate and geographical conditions, leading to supply instability. Additionally, the cultivation conditions and management techniques for high-quality plums require specific knowledge and experience. New entrants face price competition from large enterprises during raw material procurement, and the high-quality standards make the procurement process complex, necessitating the establishment of long-term, stable trust relationships with growers. Therefore, new entrants must develop effective strategies to ensure a stable supply of raw materials and maintain product quality.
- 4 **Brand Recognition Barrier**
  - Established brands have accumulated a strong reputation and a loyal consumer base through long-term market operations, presenting challenges for new entrants in brand building. Furthermore, consumers' awareness and emotional connection to brands can significantly influence their purchasing decisions. New entrants need to implement effective marketing strategies to establish brand recognition and stand out in a competitive landscape.
- 5 **Sales Channel Barrier**
  - The sales channels for plum-based products-related industries are quite diverse, including offline supermarkets, convenience stores, the food service industry, and various online e-commerce platforms. Established companies typically have stable and comprehensive sales channels and customer relationships through their own brand marketing teams. In contrast, new entrants need to invest time and effort to build their own sales networks.
- 6 **Capital Barrier**
  - The cultivation and procurement of plums require stable financial support to ensure the quality and supply of raw materials. Additionally, companies must invest heavily in equipment, technology development, and product innovation to meet market demands and competitive pressures. As consumers increasingly prefer healthy and high-quality foods, companies must continuously upgrade production facilities and improve processes to maintain market competitiveness. These factors present certain challenges for new entrants in terms of securing funding and resource allocation.

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# Overview of China Plum-based Products Industry

## Demographic Analysis of China Plum-based Products Industry

- 1 **Green Plum**
  - Compared to traditional snacks, green plums appeals to young consumers who enjoy trying innovative tastes. The Generation Z demographic has a particular fondness for novel, trendy, and personalized foods, prompting companies to enhance the market appeal of green plum products through new product development, improved packaging, and added functionalities. Additionally, green plum products are especially popular among women, particularly those focused on health and beauty. The organic acids and vitamin C in green plums contribute to skin health and detoxification, aligning well with women's consumption needs.
  - Population Share of Generation Z In China, 2024**
    - Generation Z: 16.5%
    - Others: 83.5%
  - Generation Z includes those born from 1996 to 2010 (ages 15 to 30), which is experiencing rapid growth in purchasing power and is also more inclined to pursue healthy snack food products. In 2024, population share of Generation Z accounts for 16.5% of the total population in China.
- 2 **Prune**
  - The consumer base for prune in China primarily consists of urban middle-class individuals aged 25 to 45 and health-conscious older consumers. The urban middle class typically focuses on a healthy lifestyle and is willing to pay a premium for functional foods. Prunes are favored by this age group due to their high content of dietary fiber, antioxidants, and vitamins, which offer health benefits such as promoting digestion and anti-aging effects. Older consumers, who may have more sensitive or troubled digestive systems, are particularly concerned with anti-aging and maintaining health. Therefore, Prune-based Fruit Snacks, rich in dietary fiber and natural laxative components (such as sorbitol) as well as antioxidants, have significant advantages in promoting intestinal motility and slowing cellular aging, effectively attracting and meeting the health needs of this older demographic.
- 3 **Jelly**
  - The sweet and tangy flavor of plum-based jelly, along with its rich taste experience, caters to consumers' preference for flavor stimulation and their pursuit of deliciousness. Leading plum-based jelly manufacturers incorporate plant-extracted lactic acid bacteria fermentation liquids while maintaining natural ingredients and advanced processes. This addition helps regulate gut health and promote digestion. Furthermore, the convenient stand-up pouch design with a small opening attracts more health-conscious adult consumers, thereby expanding the jelly's consumer base to include children, students, white-collar workers, and individuals aiming for weight loss.

**Consumption Expenditure per capita on Snack Food by Generation Z in China, 2020 and 2024**

RMB Thousand

Year	Generation Z	Overall
2020	1.2	0.6
2024	1.5	0.7

**Percentage of Generation Z in China Focusing on Food Healthiness and Food Quality When Purchasing Snack Food, 2024**

Food Healthiness	83.1%
Food Quality	79.8%

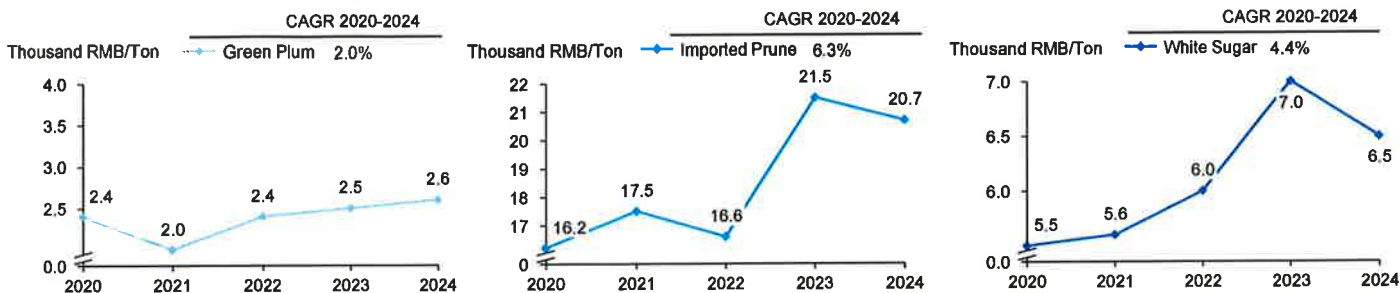
- In 2024, Generation Z group in China is particularly focused on food healthiness and food quality, when purchasing snack foods.

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# Overview of China Plum-based Products Industry

## Raw Material Analysis of China Plum-based Products

Average Price of Green-plum, Imported Prune and White Sugar in China, 2020-2024



- The major raw materials for plum-based products primarily consist of green plums, prunes, and auxiliary raw materials, such as sugar and salt. The price of green plum is primarily influenced by weather conditions and market supply and demand. Green plums can be significantly affected by weather, leading to variations in harvests from year to year, which causes price fluctuations. Additionally, changes in inventory levels of plum processing manufacturers can also impact the price of green plums, resulting in fluctuations in procurement costs. Thus from 2020 to 2024, the price of green plum in China has fluctuated from approximately RMB2,400 to approximately RMB2,600 per ton, due to the change in inventory levels and weather condition changes.
- For price of imported prunes primarily from Chile, the U.S., and France, the main reasons for the recent increase include adverse weather conditions, reduced crop yields, and increased global demand. Additionally, higher transportation costs, logistics disruptions, and inflationary pressures on production costs have further contributed to the price surge. Thus from 2020 to 2024, the price of imported prune has fluctuated from RMB16,200 per ton RMB20,700 per ton, with a CAGR of 6.3%.
- The price of white sugar is primarily influenced by International supply and climate conditions. As one of the world's major sugar-sourcing countries, the sugar price in China was greatly affected by the sugar price in the International market. Therefore, due to the rising sugar price globally, from 2020 to 2024, the price of sugar in China had increased from RMB5,500 per ton to RMB6,500 per ton, at a CAGR of 4.4%.

## Agenda

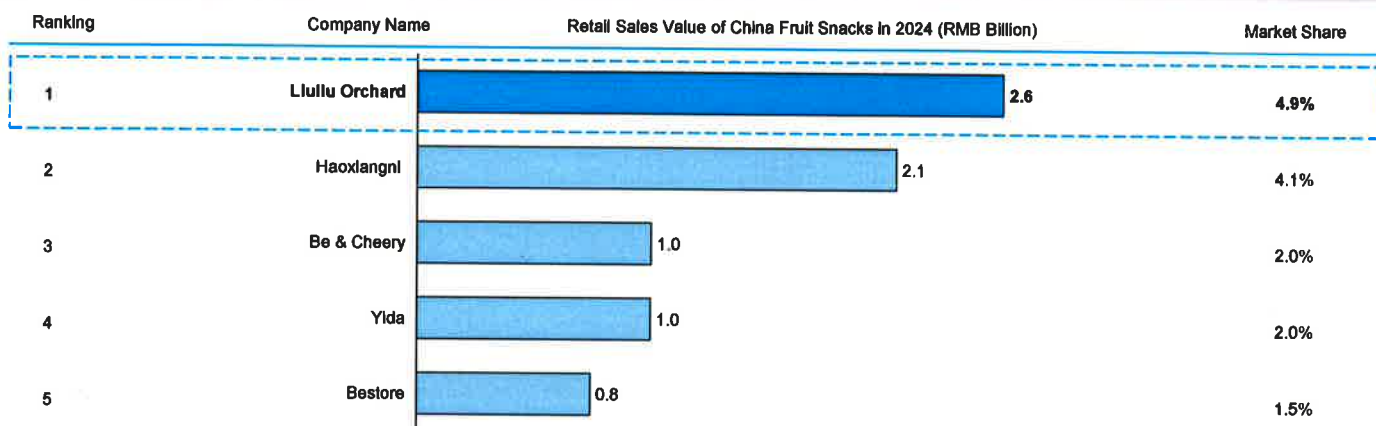
- 1 Overview of China Snack Food Industry
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## Competitive Landscape of China Snack Food Industry

### Top Five Companies of China Fruit Snacks Industry by Retail Sales Value, 2024

Top Five Companies of China Fruit Snacks Industry by Retail Sales Value, 2024



Top 5: 14.5%

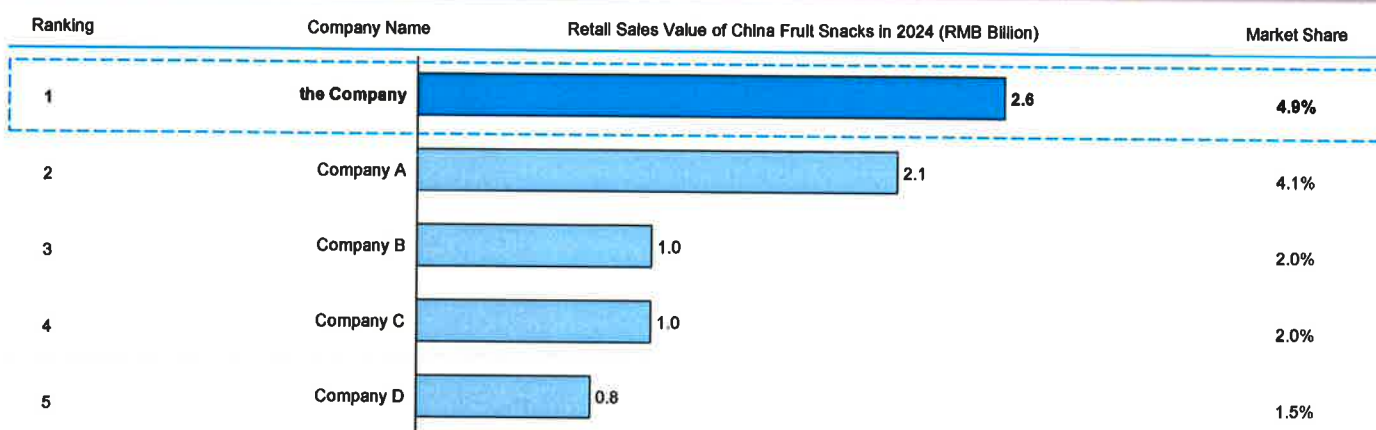
- The market size of fruit snacks by retail sales value reached approximately RMB52.0 billion in China in 2024. The top 5 companies accounted for approximately 14.5% of the total retail sales value of fruit snacks in the China market. Llullu Orchard ranked first in terms of retail sales value in fruit snacks industry, with a retail sales value of RMB2.6 billion in 2024.

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## Competitive Landscape of China Snack Food Industry

### Top Five Companies of China Fruit Snacks Industry by Retail Sales Value, 2024

Top Five Companies of China Fruit Snacks Industry by Retail Sales Value, 2024



Top 5: 14.5%

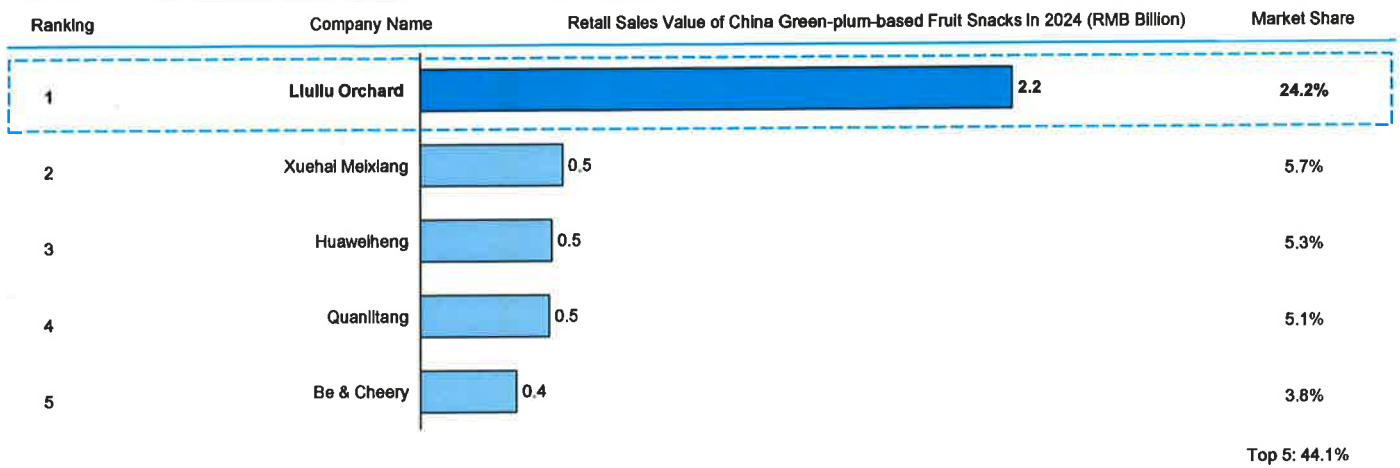
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## Competitive Landscape of China Snack Food Industry

### Top Five Companies of China Green-plum-based Fruit Snacks Industry by Retail Sales Value, 2024

Top Five Companies of China Green-plum-based Fruit Snacks Industry by Retail Sales Value, 2024

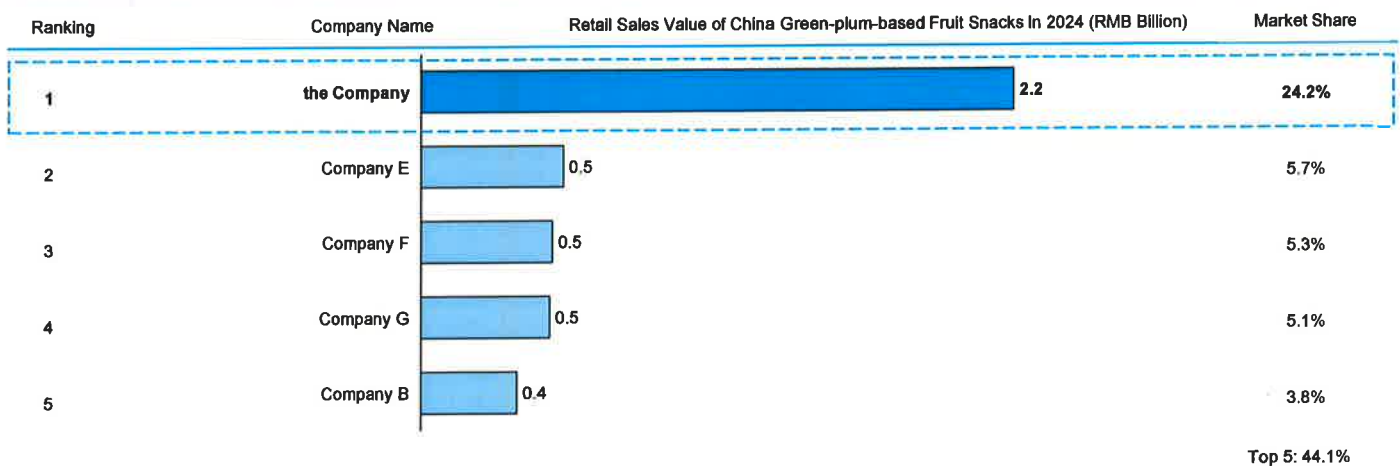


- The market size of China's green-plum-based fruit snacks industry by retail sales value reached RMB9.1 billion in 2024, with the top five market players accounting for 44.1% of the market share. In 2024, Liulu Orchard ranked first in terms of retail sales value in China's green-plum-based fruit snacks industry, representing a market share of 24.2%.

## Competitive Landscape of China Snack Food Industry

### Top Five Companies of Green-plum-based Fruit Snacks Industry by Retail Sales Value, 2024

Top Five Companies of China Green-plum-based Fruit Snacks Industry by Retail Sales Value, 2024



- The market size of China's green-plum-based fruit snacks industry by retail sales value reached RMB9.1 billion in 2024, with the top five market players accounting for 44.1% of the market share. In 2024, the Company ranked first in terms of retail sales value in China's green-plum-based fruit snacks industry, representing a market share of 24.2%.

## Competitive Landscape of China Snack Food Industry

### Top Ten Companies of China Jelly Industry by Retail Sales Value, 2024

Top Ten Companies of China Jelly Industry by Retail Sales Value, 2024

Ranking	Company Name	Retail Sales Value of China Jelly in 2024 (RMB Billion)	Market Share
1	Strong	2.9	9.4%
2	Want Want	1.6	5.2%
3	Labixiaoxin	1.5	4.8%
4	Qin Qin	1.0	3.3%
5	Xianzhibao	1.0	3.1%
6	Liulu Orchard	0.9	2.9%
7	Be & Cheery	0.5	1.5%
8	Huaweiheng	0.4	1.4%
9	Yankershop	0.4	1.3%
10	Bestore	0.3	1.0%

Top 10: 33.9%

- The jelly products industry in China is relatively fragmented and competitive. The market size of jelly industry by retail sales value reached approximately RMB31.0 billion in China in 2024. The top 10 companies accounted for approximately 33.9% of the total retail sales value of jelly products in the China market. Liulu Orchard ranked sixth in terms of retail sales value in jelly industry, with a retail sales value of RMB0.9 billion in 2024. In addition, Liulu Orchard ranked second in terms of retail sales value in squeeze jelly industry.

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Source: Frost & Sullivan

## Competitive Landscape of China Snack Food Industry

### Top Ten Companies of China Jelly Industry by Retail Sales Value, 2024

Top Ten Companies of China Jelly Industry by Retail Sales Value, 2024

Ranking	Company Name	Retail Sales Value of China Jelly in 2024 (RMB Billion)	Market Share
1	Company E	2.9	9.4%
2	Company F	1.6	5.2%
3	Company G	1.5	4.8%
4	Company H	1.0	3.3%
5	Company I	1.0	3.1%
6	the Company	0.9	2.9%
7	Company J	0.5	1.5%
8	Company K	0.4	1.4%
9	Company B	0.4	1.3%
10	Company L	0.3	1.0%

Top 10: 33.9%

- The jelly products industry in China is relatively fragmented and competitive. The market size of jelly industry by retail sales value reached approximately RMB31.0 billion in China in 2024. The top 10 companies accounted for approximately 33.9% of the total retail sales value of jelly products in the China market. The Company ranked sixth in terms of retail sales value in jelly industry, with a retail sales value of RMB0.9 billion in 2024. In addition, the Company ranked second in terms of retail sales value in squeeze jelly industry.

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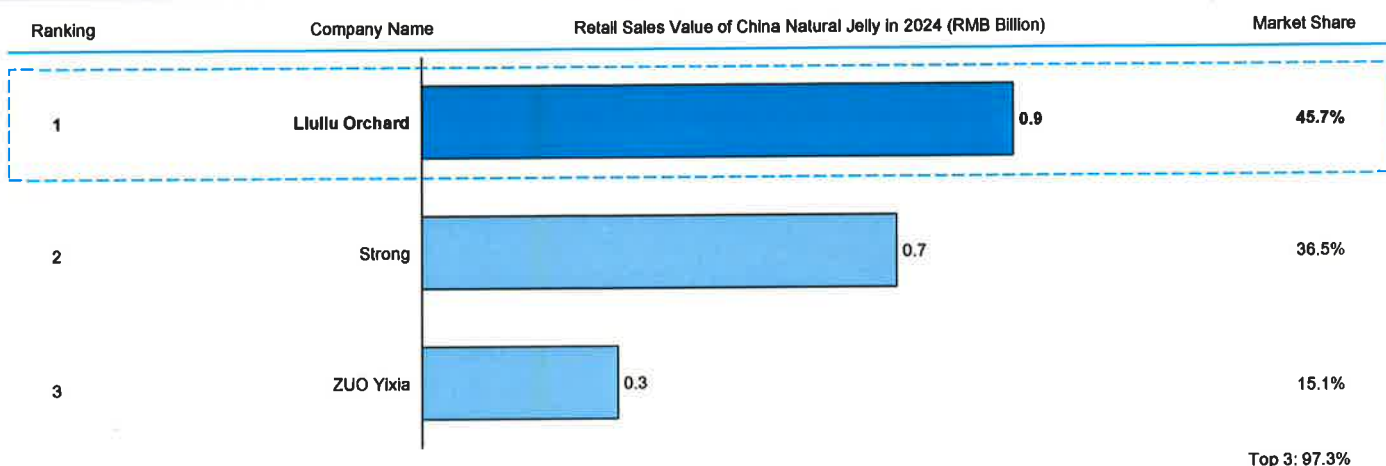


Source: Frost & Sullivan

## Competitive Landscape of China Snack Food Industry

### Top Three Companies of China Natural Jelly Industry by Retail Sales Value, 2024

Top Three Companies of China Natural Jelly Industry by Retail Sales Value, 2024

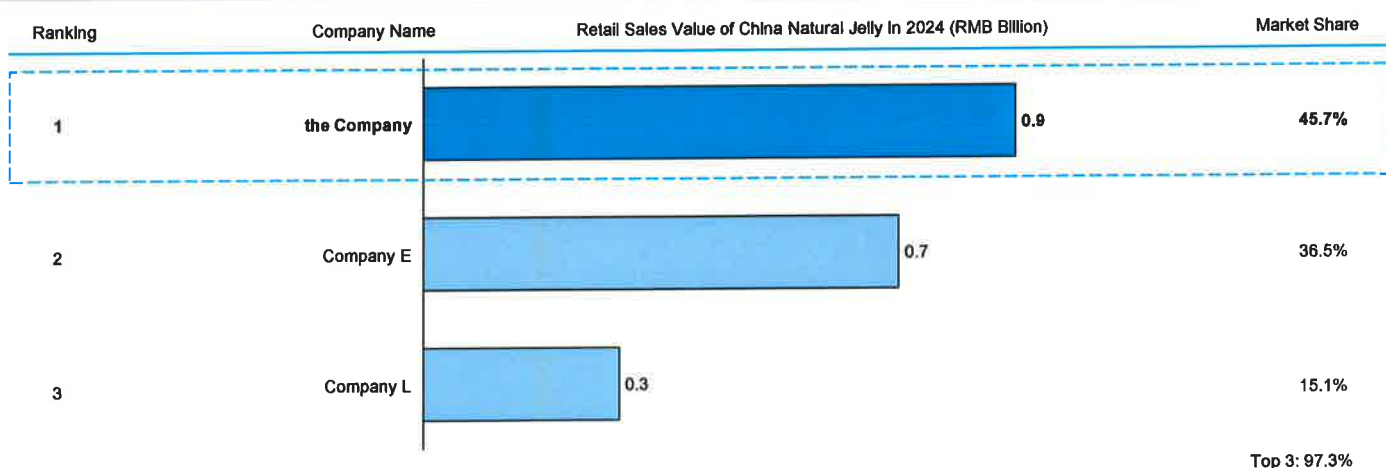


- Due to high sourcing costs, seasonal raw material fluctuations, formulation challenges, and regulatory complexities, Liulu Orchard is one of the few companies that has successfully pivoted into natural jelly industry and it ranked first in terms of retail sales value in natural jelly industry in 2024 with the market share over 45%.

## Competitive Landscape of China Snack Food Industry

### Top Three Companies of China Natural Jelly Industry by Retail Sales Value, 2024

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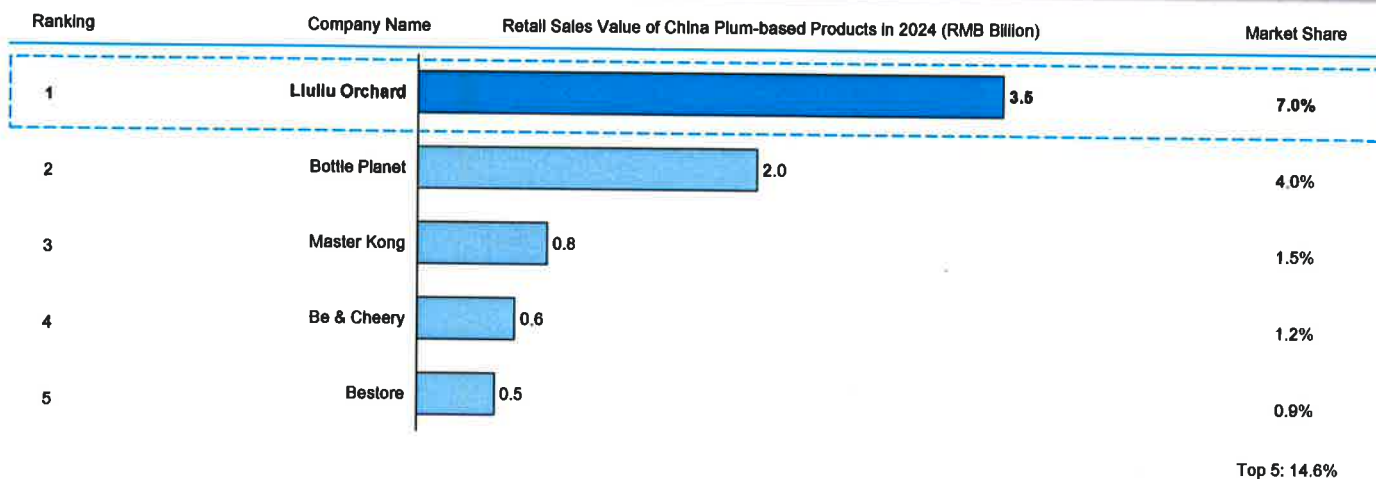


- Due to high sourcing costs, seasonal raw material fluctuations, formulation challenges, and regulatory complexities, the Company is one of the few companies that has successfully pivoted into natural jelly industry and it ranked first in terms of retail sales value in natural jelly industry in 2024 with the market share over 45%.

## Competitive Landscape of China Snack Food Industry

### Top Five Companies of China Plum-based Products Industry by Retail Sales Value, 2024

Top Five Companies of China Plum-based Products Industry by Retail Sales Value, 2024

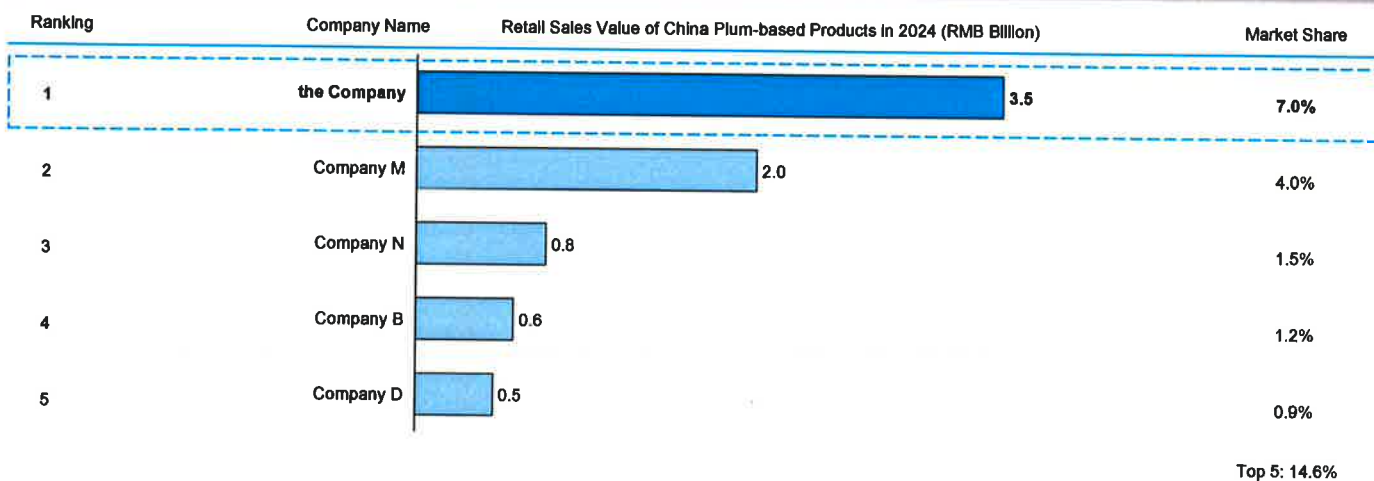


- The plum-based products industry in China is relatively fragmented and competitive, with thousands of participants in total. The market size of plum-based products by retail sales value reached approximately RMB49.9 billion in China in 2024. The top 5 companies accounted for approximately 14.6% of the total retail sales value of plum-based products in the China market. Llullu Orchard ranked first in terms of retail sales value in plum-based product industry, with a retail sales value of RMB3.5 billion in 2024.

## Competitive Landscape of China Snack Food Industry

### Top Five Companies of China Plum-based Products Industry by Retail Sales Value, 2024

Top Five Companies of China Plum-based Products Industry by Retail Sales Value, 2024



- The plum-based products industry in China is relatively fragmented and competitive, with thousands of participants in total. The market size of plum-based products by retail sales value reached approximately RMB49.9 billion in China in 2024. The top 5 companies accounted for approximately 14.6% of the total retail sales value of plum-based products in the China market. The Company ranked first in terms of retail sales value in plum-based product industry, with a retail sales value of RMB3.5 billion in 2024.

## Competitive Landscape of China Snack Food Industry

### Profile of Major Companies in China Snack Food Industry (1/2)

Company Name	Listed or Unlisted	Year Established/HQ	Business Introduction
Liuliu Orchard 溜溜梅	Unlisted	2009, Wuhu, China	Liuliu Orchard is dedicated to the entire plum industry chain, integrating research, cultivation, processing, and marketing. With end-to-end supply chain excellence, it stands as China's leading innovative fruit brand and the top brand for healthy fruit snacks.
Be & Cheery 百草味	Unlisted	2007, Hangzhou, China	Be & Cheery is headquartered in Hangzhou and focuses on the research, development, processing, production, trade, warehousing, and logistics of snack foods. It operates as a channel brand and a comprehensive brand that integrates internet business models and new retail strategies.
Bestore 良品铺子	Listed (603719.SH)	2010, Wuhan, China	Bestore is a brand operation enterprise that leverages digital technology to integrate supply chain management and an omnichannel sales system, focusing on high-quality snack food business.
Yida 怡达	Subsidiary of Listed (02460.HK)	1989, Weifang, China	Yida was founded in 1989, selecting the unique and high-quality "Iron Hawthorn" from the Yanshan Mountains as raw material. With traditional hawthorn food products as its main line, the group continuously innovates, researches, and integrates.
Master Kong 康师傅	Listed (0322.HK)	1992, Tianjin, China	Master Kong began producing instant noodles in 1992 and expanded its business to include convenience foods and beverages starting in 1996. In March 2012, the Group further expanded its beverage business by forming a strategic alliance with PepsiCo's beverage operations in China.
Yankershop 盐津铺子	Listed (002847.SZ)	2005, Changsha, China	Yankershop was established in 2005, starting with locally distinctive dried fruits and candied snacks. It has grown into a well-known publicly listed company in China that integrates research and development, production, and sales across the entire snack food industry chain and the deep processing of agricultural products.
Haoxiangni 好想你	Listed (002582.SZ)	1997, Zhengzhou, China	Haoxiangni was founded in 1992, Haoxiangni primarily engages in the research, procurement, production and sales of healthy foods, including red dates, freeze-dried products, nuts, and dried fruits.
Three Squirrels 三只松鼠	Listed (300783.SZ)	2012, Wuhu, China	Three Squirrels was founded in 2012. It is a leading e-commerce-based snack food enterprise in China. Specializing in the R & D, procurement, production and sales of a wide variety of nuts, dried fruits, and other snack products. It has built a strong brand image through innovative marketing strategies and high-quality product offerings, winning the favor of a large number of consumers both online and offline.

Source: Frost & Sullivan

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## Competitive Landscape of China Snack Food Industry

### Profile of Major Companies in China Snack Food Industry (2/2)

Company Name	Listed or Unlisted	Year Established/HQ	Business Introduction
Strong 喜之郎	Unlisted	1992, Shenzhen, China	Strong is founded in 1992, the company's main business is the production and sale of four major product lines: jelly puddings, seaweed, milk tea, and chocolate biscuits.
Labixiaoxin 蜡笔小新	Listed (1262.HK)	2000, Quanzhou, China	Labixiaoxin is a leading Chinese snack food supplier in the jelly products market.
Qin Qin 亲亲	Listed (1563.HK)	1990, Quanzhou, China	Qin Qin was founded in 1990, and is one of the leading snack food brand enterprises in China. The company is engaged in the production and sale of jelly and shrimp chips, seasonings, rice wine, and other related snack food products.
Want Want 旺旺	Listed (0151.HK)	1983, Shanghai, China	Want Want is one of China's leading food and beverage manufacturers in the country. The majority of its operations are based in China, the world's fastest-growing economy, with additional businesses in Taiwan, Hong Kong, Singapore, and Japan. Its products are also sold in other markets, including Thailand, South Korea, the United States, and Canada.
Xianzhibao 仙之宝	Unlisted	1998, Shenzhen, China	Xianzhibao was established in 1998 and is a modern enterprise integrating research and development, design, production, and sales. Adhering to the business philosophy of professionalism, focus, and dedication, the company has been committed to the production of snack foods such as jelly and pudding for over 20 years.
ZUO Yixia ZUO一下	Unlisted	2020, Shanghai, China	ZUO Yixia established in 2020, and it is an emerging trendsetting snack brand founded in August 2020. The brand operates on the core philosophy of "Health + Deliciousness," committed to providing consumers with snacks that are both healthy and tasty.
Bottle Planet 瓶子星球	Unlisted	1992, Hangzhou, China	Bottle Planet is a low-alcohol wine as the core, with the whole industry chain layout of the comprehensive platform of new wine and beverage group.

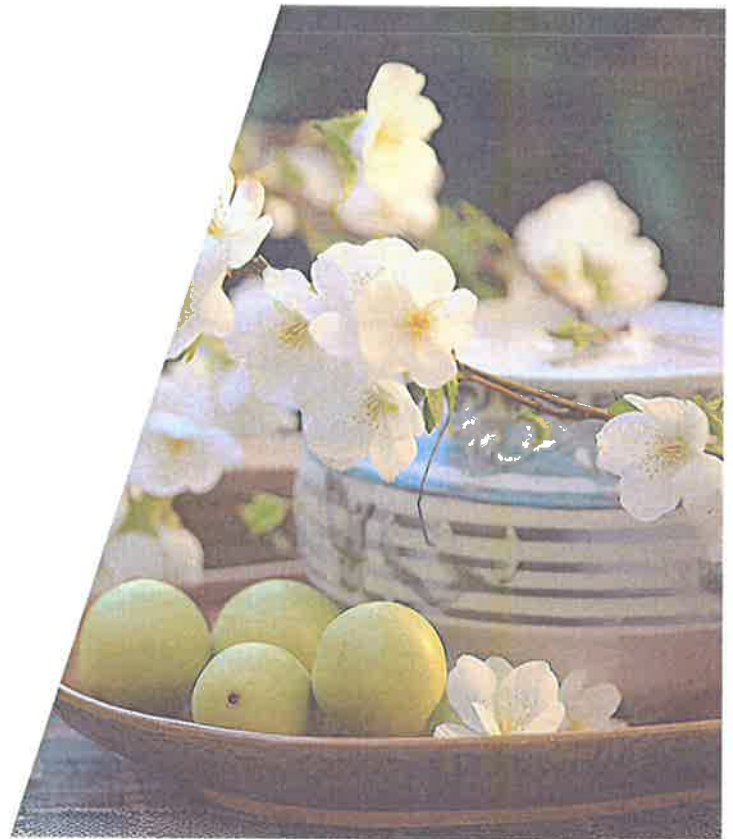
Source: Frost & Sullivan

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## Agenda

- 1 Overview of China Snack Food Industry
- 2 Overview of China Fruit Snacks Industry
- 3 Overview of China Jelly Industry
- 4 Overview of China Plum-based Products Industry
- 5 Competitive Landscape of China Snack Food Industry
- 6 Appendix



## Supporting Statements

- It is a common commercial practice for businesses in the snack food industry in China to settle payment through third-party payors with their suppliers or customers for convenience and flexibility.
- The eight major producing areas of green plum are Fujian, Guangdong, Guangxi, Yunnan, Sichuan, Zhejiang, Anhui and Jiangsu
- "Liuliumei," is a well-recognized name in both China's snack industry and plum-based products industry, known for the high-quality products and unique flavors that differentiate us from our competitors.
- Although the Company are the leader in the fruit snack and jelly segments of this industry, we face competition from national and local snack food companies that are seeking to expand into this market.
- Jelly manufacturers are increasingly adopting natural fruit nectars as raw materials while avoiding preservatives, artificial colorings and flavors to produce natural jelly.

## Glossary

- CAGR: compound annual growth rate
- CRM: customer relationship management system
- Double Eleven: an annual online sales event in China on November 11
- e-commerce platform(s): platform(s) where consumers purchase products and make payments to sellers electronically, such as Tmall and JD.com
- ERP system: enterprise resource planning system
- HACCP: Hazard Analysis Critical Control Points, a food safety risk management system which focuses on identifying and controlling food safety hazards
- ISO: the International Organization for Standardization, a worldwide federation of national standards bodies
- ISO 22000: food safety management system requirements published by ISO
- JD.com: 京东, a website for business-to-consumer online retail in China
- JD Supermarket: 京东超市, a website for business-to-consumer online retail supermarket in China
- KA customers: key accounts customer groups of the Company, primarily consisting of chain snack stores, national and regional supermarkets, well-known online retailers and chain convenience stores
- KOL(s): key opinion leader(s)
- OA system: office automation system
- OEM: original equipment manufacturing, where a manufacturer manufactures a product in accordance with the customer's design and specifications and is marketed and sold under the customer's brand name or under no specific brand.
- repurchase rate: calculated by dividing the number of repurchasing customers by the number of customers within the same month, where repurchasing customer is defined as any customer who has purchased the products of the same brand again within 90 days.
- SKU: acronym for minimum stock keeping unit, a unique identifier for each distinct product and service that can be purchased.
- suggested retail price: the price at which a manufacturer recommends that the retailers sell the product, including value-added taxes and excluding discounts offered by retailers.
- Tmall: 天猫, a website for business-to-consumer online retail in China.
- Tmall Supermarket: 天猫超市, a website for business-to-consumer online retail supermarket in China.
- PE: polyethylene
- SKU: acronym for minimum stock keeping unit, a unique identifier for each distinct product and service that can be purchased
- Aseptic filling technology: Aseptic filling a manufacturing process where a sterile product is transferred into pre-sterilized containers within a sterile environment to prevent contamination. This process is crucial in industries like food processing, where maintaining product sterility is vital for safety and quality

## Research Methodologies

- Frost & Sullivan is an independent global consulting firm, which was founded in 1961 in New York. It offers industry research and market strategies and provides growth consulting and corporate training. Its industry coverage includes automotive and transportation, chemicals, materials and food, commercial aviation, consumer products, energy and power systems, environment and building technologies, healthcare, industrial automation and electronics, industrial and machinery, and technology, media and telecom.
- The Frost & Sullivan's report includes information on China snack food and plum-based products industry.
- Frost & Sullivan has conducted detailed primary research which involved discussing the status of the industry with certain leading industry participants and conducting interviews with relevant parties. Frost & Sullivan has also conducted secondary research which involved reviewing company reports, independent research reports and data based on its own research database. Frost & Sullivan has obtained the figures for the estimated total market size from historical data analysis plotted against macroeconomic data as well as considered the above-mentioned industry key drivers.
- Frost & Sullivan's Market Engineering Forecasting Methodology integrates several forecasting techniques with the Market Engineering Measurement-based System. It relies on the expertise of the analyst team in integrating the critical market elements investigated during the research phase of the project. These elements include:
  - ✓ Expert-opinion forecasting methodology
  - ✓ Integration of market drivers and restraints
  - ✓ Integration with the market challenges
  - ✓ Integration of the Market Engineering Measurement trends
  - ✓ Integration of econometric variables
- In compiling and preparing the Report, Frost & Sullivan has adopted the following assumptions:
  - ✓ The social, economic and political environment of the globe is likely to remain stable in the forecast period
  - ✓ Related industry key drivers are likely to drive the market in the forecast period