

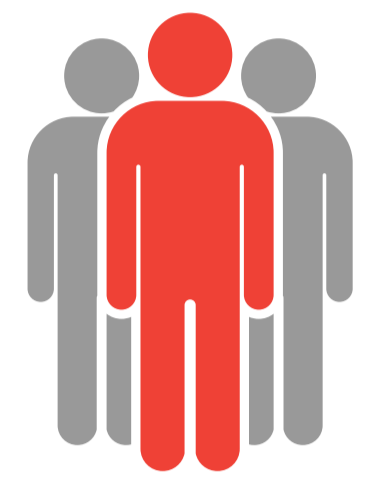
CHINESE NUTS BRANDS
IN THE SPOTLIGHT:UNCOVER THE
LATEST TRENDS
AND INSIGHTS IN
CHINESE NUTS MARKET

The rising health consciousness among Chinese consumers has speeded up the growth of Chinese nuts market, as nuts are one of the best healthy snacks and become a popular choice for gifting in Chinese New Year. According to Statista, the revenue in the Chinese nuts market in China has reached USD 7.5 billion and the market is expected to grow annually at CAGR of 8.8% during 2021-2026.

Based on iAudience data, we have traced and profiled Chinese netizens who browsed the Chinese nuts brands, highlighting their audience profiles, preferences and online behaviors to reveal the latest trends and market insights in Chinese nuts market.

AUDIENCE DEMOGRAPHICS

MARKET SCALE



177M

As of 13th January 2022

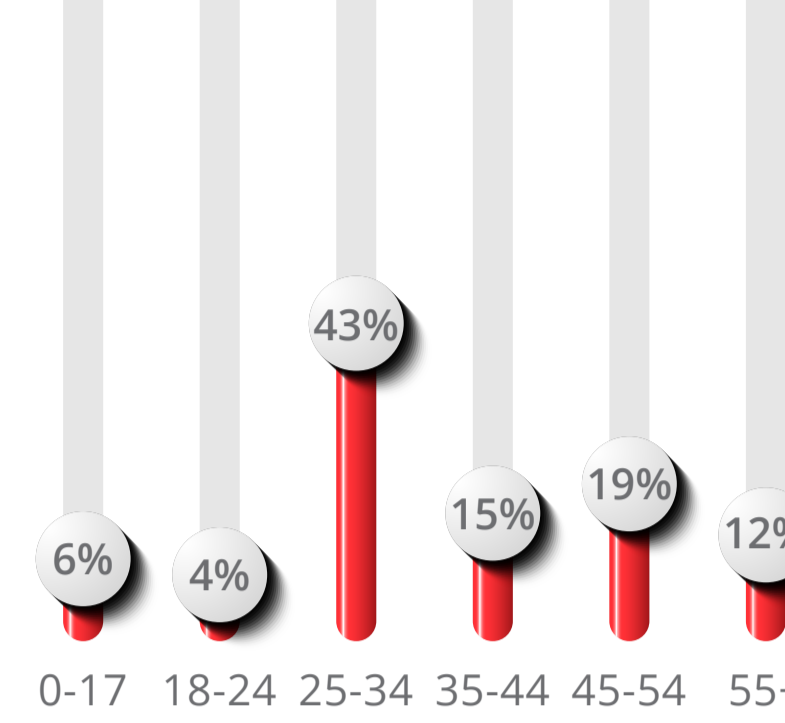
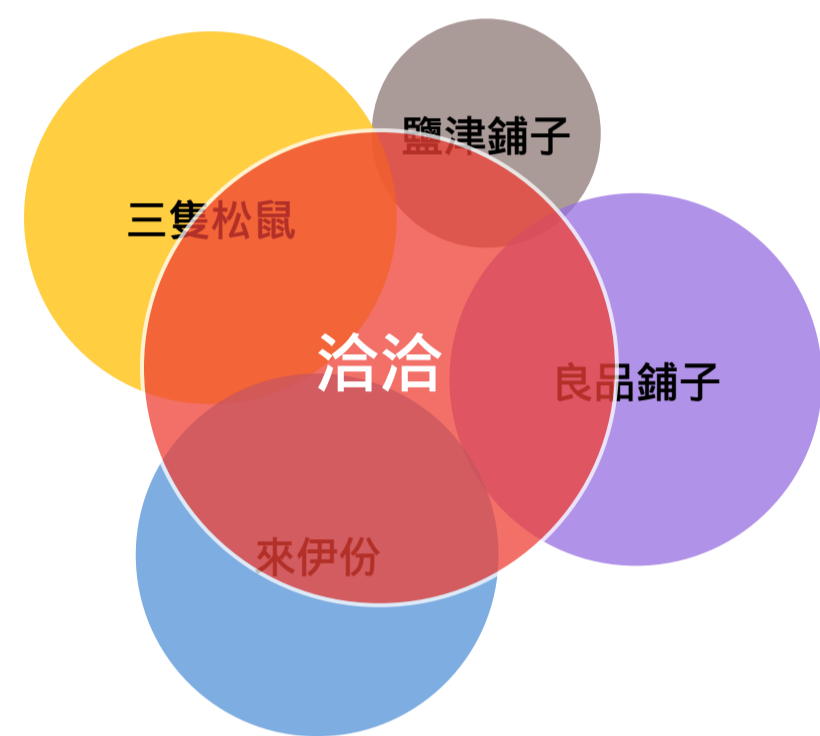
GENDER



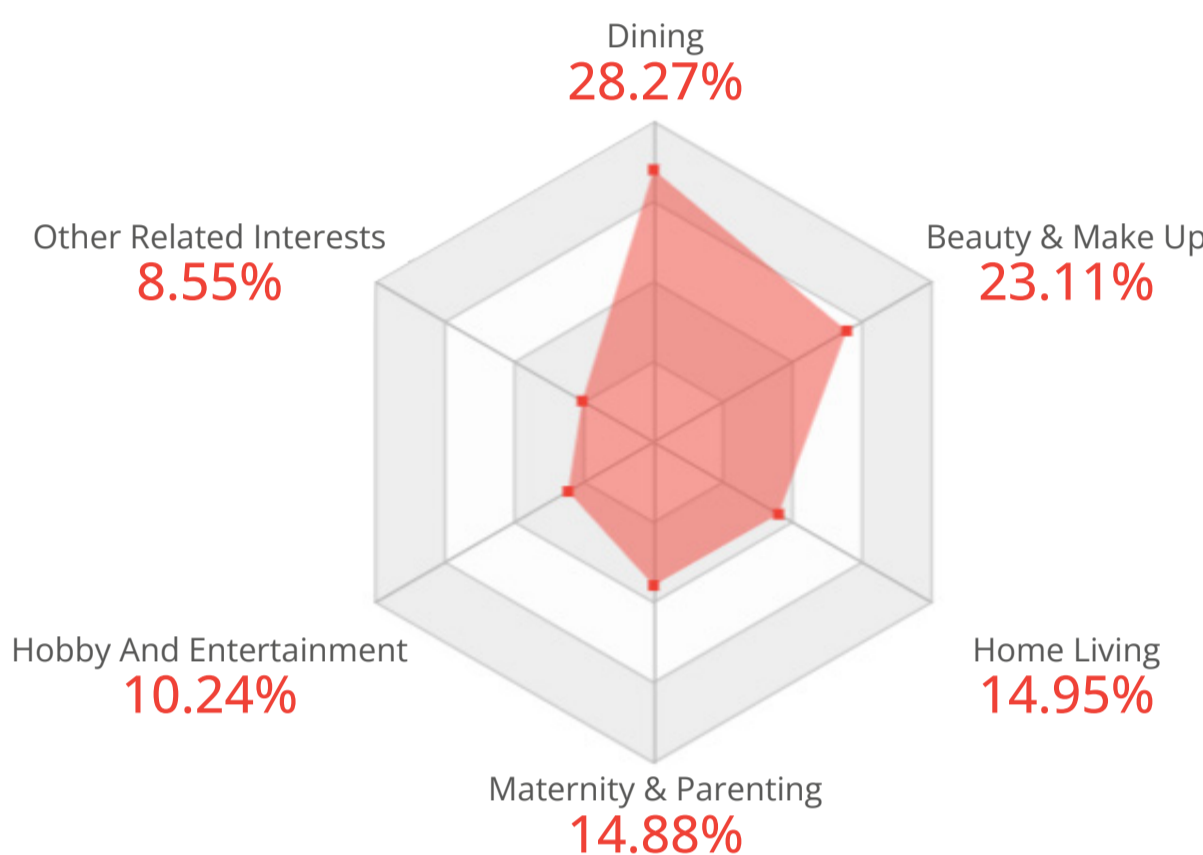
77%



23%

AGE¹MARKET LANDSCAPE OF CHINESE
NUTS BRANDS

洽洽 QiaQia	4.26 M
良品鋪子 BESTORE	2.62 M
三只松鼠 Three Squirrels	2.54 M
來伊份 LYFEN	2.44 M
鹽津鋪子 Yanker Shop	973.09 K

AUDIENCE INTERESTED CATEGORIES²

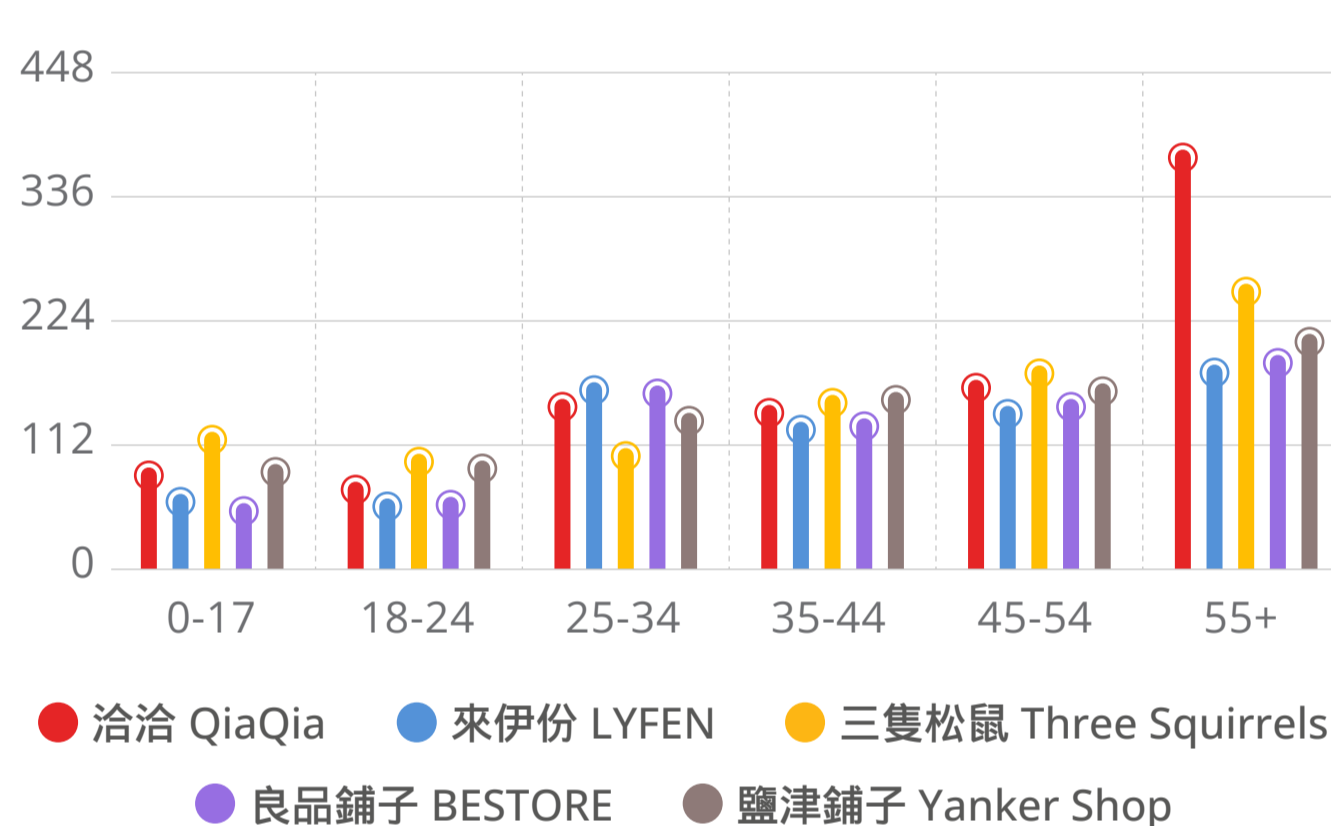
Dining	Beauty & Makeup	Home Living
1. Snack	1. Personal Care Concerns	1. Life Service
2. Cuisine	2. Make Up	2. Digital Products
3. Alcohol	3. Specific Beauty Products	3. Home Living & Decorations
4. Food And Beverage	4. Hand And Foot Care	4. Home With Pets
5. Candy and Cookies	5. Ingredients Concerns	5. Family Life Service

AUDIENCE INTERESTED KEYWORDS³⁻⁴

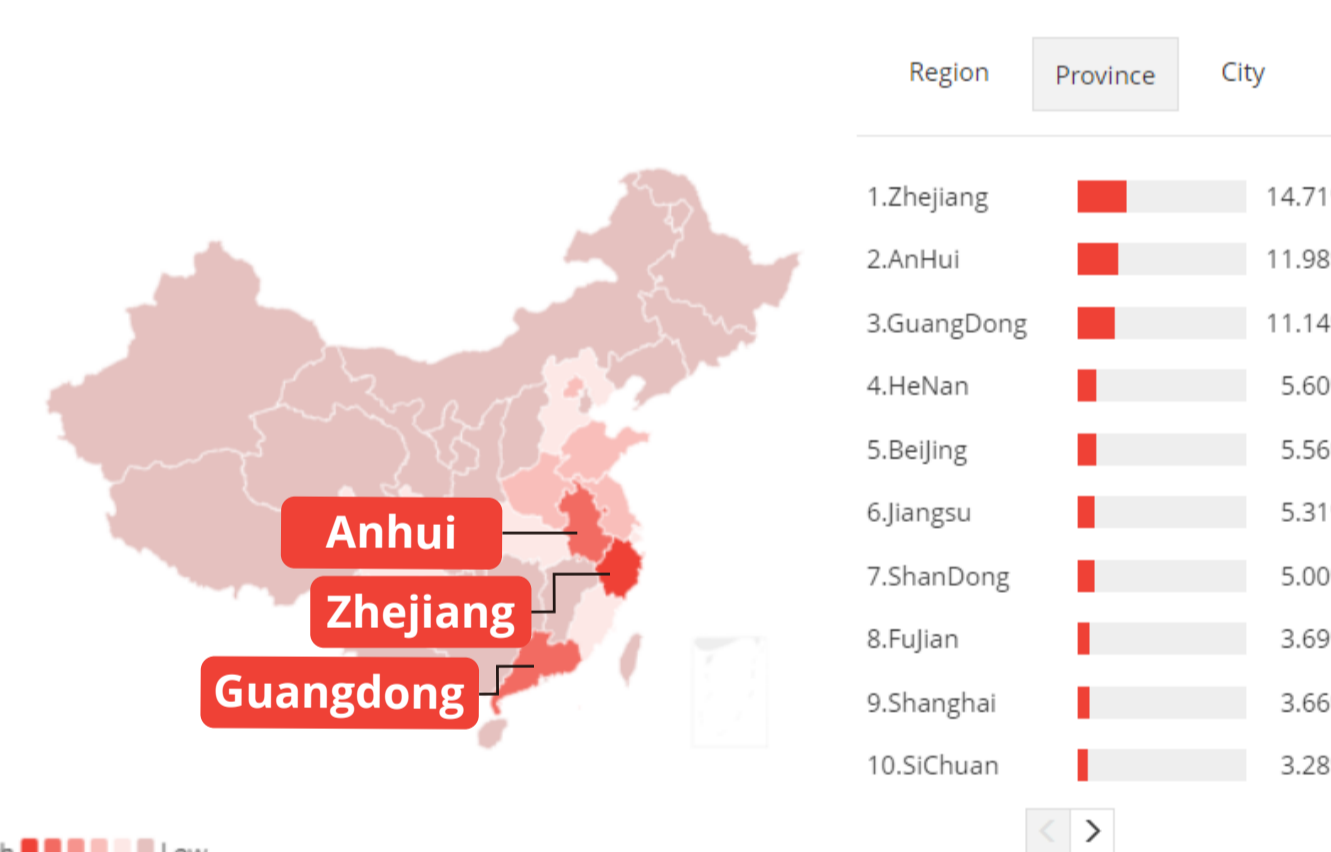
- **Buying Factors:** Hot Items¹, Price², Packaging Design³, Flavors⁴, Nutrition⁵
- **E-commerce:** Official Flagship Store⁶, JD Self-operated Store⁷, Suning⁸, Taobao⁹, Tmall¹⁰, JD.com¹¹
- **Marketing Campaigns:** Pre-sales¹², Coupons¹³, Flash Sales¹⁴, Free Shipping¹⁵



BRAND PREFERENCE INDEX BY AGE



AUDIENCE GEOGRAPHIC LOCATIONS



¹⁻⁴Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Jan 2022

KEY INSIGHTS ON CHINESE AUDIENCE BROWSING
CHINESE NUTS BRANDS RELATED TOPICS

01



Majority of the interested audiences are **Young Female Adults (25-34)**.

02



Audiences also search for other **Chinese New Year Gifts**, e.g. special local products, alcohol, tea and fruits.

03



Audiences are interested in **Incentive - Driven Campaigns** via online sales channels e.g. pre-sales, coupons, flash sales and free shipping.

04



Audiences prefer **Chinese Style Product Packaging** with Chinese New Year vibes.