FFOODS Spectrum
perspectives on food technologies & business
ASIA

Pladis Takes McVitieâ??s Beyond Biscuits with Locally Developed Flipz Snacks for China

09 November 2026 | Features | By Shraddha Warde|shraddha.warde@mmactiv.com

The company is tapping into China's evolving snacking preferences with three locally tested flavours, bite-sized formats and an omnichannel launch strategy, reflecting its ambition to build McVitieâ??s into a Â£1 billion global brand



Global snacking company pladis is expanding McVitie’s beyond its traditional biscuit portfolio in China with the launch of a locally developed range of Flipz snacks, reflecting a broader strategy to tap into regional consumer preferences through market-specific product innovation.

The expansion marks an effort to strengthen McVitie’s presence in one of the world's largest snacks markets by developing products around local tastes, consumption occasions and shopping behaviours rather than simply introducing products from its existing international portfolio.

China represents one of McVitie’s biggest long-term growth opportunities for pladis. To understand the market, the company undertook in-market research across retail outlets, snack shops, bakeries, cafés and e-commerce channels, examining consumer preferences, emerging flavour trends, snacking occasions and purchasing behaviour.

The product development process involved testing approximately 50 flavour concepts with Chinese consumers. Based on consumer feedback, three flavours were selected for the McVitie’s Flipz range: Matcha Honey, Lemon Basque

Cheesecake and Chocolate Hazelnut.

Each flavour has been designed to address a different consumer preference. Matcha Honey draws on an established flavour profile in China, combining matcha with a creamy, rounded honey taste. Lemon Basque Cheesecake takes inspiration from premium bakery and dessert trends, offering a citrus-led profile, while Chocolate Hazelnut provides a familiar chocolate-based indulgence.

According to pladis, the final selection balances local relevance, premium dessert inspiration and familiar flavours to encourage consumers to explore the new range.

Localising product development and manufacturing

Beyond flavour selection, consumer insights have influenced the products' bite-sized format, packaging, manufacturing approach and route to market.

The company identified the importance of understanding how Chinese consumers snack throughout the day, including their preferences for sweetness, texture and portion sizes. These insights informed the development of products suited to local consumption habits and purchasing occasions.

Local manufacturing is another component of the strategy. McVitie’s Flipz will be produced in China through an approved manufacturing partner, allowing the company to manufacture closer to its target consumers.

While localisation supports market relevance and responsiveness, pladis maintains that its global quality, food safety and compliance standards apply across its manufacturing network, irrespective of production location.

Omnichannel strategy to support market expansion

The launch will leverage China's interconnected digital and physical retail ecosystem. Platforms such as Tmall, JD.com and Douyin will support product discovery, brand awareness and purchasing, while membership retail, modern trade and convenience stores will provide additional opportunities for consumers to experience the products.

The initial launch in Shanghai and Guangzhou will help pladis assess consumer responses, support product trials and gather market insights. These findings will inform the company's planned expansion into additional Chinese cities in 2027.

The omnichannel approach reflects the importance of integrating e-commerce with physical retail in China's highly connected consumer market, where digital platforms play a significant role in product discovery and purchasing decisions.

China's role in McVitie’s global ambitions

The expansion into China also forms part of pladis' broader ambition to build McVitie’s into a £1 billion global brand.

The company views China as a significant white-space opportunity where it can establish a locally relevant proposition and build scale through disciplined expansion.

While the Flipz products have been developed specifically for Chinese consumers, pladis believes the underlying product development strategy could inform its approach to other international markets.

The company intends to continue investing in in-market research, exploring regional flavours and understanding local snacking occasions before developing products tailored to individual consumer markets.

This locally led innovation strategy reflects a wider shift in the global food industry, where multinational manufacturers are increasingly adapting product portfolios to regional preferences rather than relying exclusively on standardised global offerings.