

McVitie's Expands in China with Locally Developed Snacks

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McVitie's is stepping up its ambitions in China with a strategy that looks beyond the biscuits that made the British brand famous, as owner pladis seeks to build McVitie's into a £1 billion global brand.

While limited McVitie's biscuits are already available in China, pladis is now expanding the brand through locally developed snacks designed specifically for Chinese consumers.

The move marks a new phase for one of Britain's best-known food brands. While McVitie's remains synonymous with Digestives in places like the UK and Ireland, pladis believes future international growth will increasingly come from expanding the brand beyond its traditional biscuit range. In other markets, that evolution is already underway through products such as McVitie's Joy in Saudi Arabia and Egypt, underscoring the brand's ability to flex across formats and occasions internationally.

China is one of the brand's biggest long-term growth opportunities. As part of that strategy, pladis will launch a locally developed McVitie's Flipz range this August, produced in China and developed for local tastes.

Available initially in Shanghai and Guangzhou, the range combines McVitie's branding with Flipz's chocolate-coated pretzel format and will launch in three flavours selected for the Chinese market: matcha honey, lemon Basque cheesecake and chocolate hazelnut. The products have also been developed in a smaller, bite-sized format to reflect local snacking habits.

Rather than exporting existing products from Europe, pladis has developed the range around Chinese tastes and shopping habits, from flavours and portion sizes to how the products are made and sold.

The products will be manufactured in China through an approved pladis partner and sold through major e-commerce platforms including Tmall, JD.com and Douyin, alongside selected retail partners including Costco, Metro, RT-Mart, Yonghui, Lawson and FamilyMart.

pladis already operates in China through its premium chocolate brand, GODIVA, giving the business experience of China's retail market, e-commerce channels and consumer trends.