

## CHINA SNACKS

## 2Q/1H early color: Konjac resilience for growth and cost benefits, though other products see short-term softness; Buy Yankershop and Weilong

Quarter to date, our covered China snack players have seen share price declines of up to 9% while 2Q is a traditionally an off-peak season for the industry. Following a robust Chinese New Year sell-in during 1Q26, we look for a mixed bag for 2Q26 early color, followed by a stronger recovery in the 2H26:

**1) Channel Dynamics: Leading value retailers** remain a primary growth engine with YTD gross store opens having reached at c.2,500+ for each system, tracking ahead of GSe full year store openings target of 4-5,000 for each system, or 34-41% average store count growth yoy. With Yanker and Weilong maintaining high-30s%/mid-30% sales exposure toward those value retailers, we believe both are well-positioned for the summer peak; **traditional channels/E-commerce** are varied with Yanker seeing narrowing decline in traditional unpackaged products in 2QTD while Weilong is softer mainly on short-term organization reform. We expect Weilong to see accelerating E-commerce in 1H26 vs 2H25 while Yanker is undergoing -30% yoy E-commerce drop in 2Q, but we expect it to turn to yoy growth in 2H26.

**2) Product development:** Konjac continues its strong trajectory. We expect Yankershop/Weilong are on track to deliver konjac growth of 30%+/c.20% yoy in 2Q/1H26. And we are yet to see rising competition and channel checks suggest Weilong/Yanker offline market shares continue to gain share as of April-26 at 52.9%/11.0% vs last year's 51.9%/8.3% (see Exhibit 1). However, seasoned flour within Weilong and un-packaged products within Yankershop that are linked to their traditional channel remain weak at yoy decline.

**3) Raw material trend:** we expect both companies could enjoy cost tailwind from the idiosyncratic konjac raw material downward trend as we see 25% cost reduction from the peak already (see Exhibit 2) and ongoing trajectory into 2H26, leading to a more favourable margin profile, for 2H26 in particular vs staple universe. In addition, Yanker has locked-in majority of the key raw materials for the full year.

Within the note, we slightly cut Yanker/Weilong's earnings by 0-2%, but we remain positive for 2H26 for them to deliver 27%/12% yoy NI given strong emerging channel growth, less disruption from their own business restructure, and resilient margin profit from input cost tailwind and ongoing product mix enhancement. Now Yankershop is trading at 18x 2026E and Weilong at 11x 2026E PE with 5% dividend yield on 60% payout. Reiterate Buy for both.

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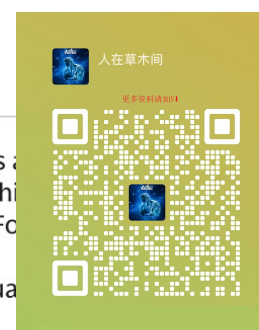
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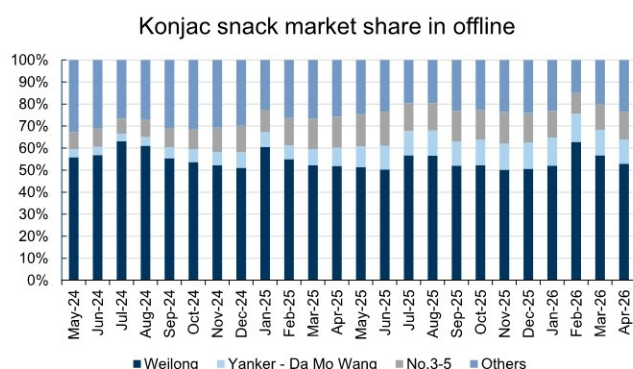
[Yankershop Food \(002847.SZ\): Earnings review: 1Q26 beat on margins; On track for offline development and full year margin enhancement; Buy](#)

[China Consumer Staples: Snacks: Solid 1Q26 start to set the stage for full-year growth; Buy Yankershop and Weilong](#)

[China Consumer Staples: Snacks: Better-than-feared konjac margin against channels and competition; Buy Weilong and Yankershop](#)

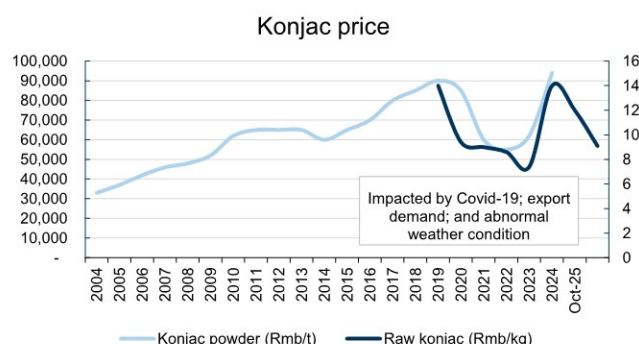
[Busy Ming Group \(1768.HK\): FY25 Earnings Review: Confident in healthy store profitability with continued fast-scaling outlet network and improving per-store sales growth; Buy](#)

**Exhibit 1: Weilong/Yanker offline market share remain strong as of April-26 at 52.9%/11.0% vs last year's 51.9%/8.3%**



Source: Mashangying, Data compiled by Goldman Sachs Global Investment Research

**Exhibit 2: Konjac raw material costs spiked in 2024 by 60% yoy and we now expect raw material costs to decline by 15% yoy in 2026E in our base case**



Source: Huinong, Data compiled by Goldman Sachs Global Investment Research

## Earnings revision

### Yankershop Food

**Valuation and TP:** We maintain Yankershop's 2026E-27E NI and TP unchanged at Rmb87, still based on 24x 2027E P/E discounted back 1 year to end-2026E at a COE of 7.0%.

**Key risks:** 1) More intense competition in the snacking industry, especially from private labels; 2) Slower-than-expected snack discounters opening pace; 3) Higher-than-expected raw material cost.

### Weilong

**Valuation and TP changes:** We slightly cut Weilong NI by 2% to reflect softer sales on traditional channel. Our 12-m TP of HK\$14.0 is unchanged, based on 19x 2027E P/E discounted back to 2026E at a CoE of 8.6%.

**Key risks:** 1) higher-than-expected competition; 2) high channel development expenses; 3) slower-than-expected channel development including discounters, CVS/mom-pop coverage expansion; 4) unfavorable raw material costs.

**Exhibit 3: Weilong earnings revision**

| <b>Weilong Delicous (9633.HK)</b>  |              |              |              |              |              |              |               |               |               |
|------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|
|                                    | <b>New</b>   |              |              | <b>Old</b>   |              |              | <b>Change</b> |               |               |
| <b>RMB mn</b>                      | <b>2026E</b> | <b>2027E</b> | <b>2028E</b> | <b>2026E</b> | <b>2027E</b> | <b>2028E</b> | <b>2026E</b>  | <b>2027E</b>  | <b>2028E</b>  |
| <b>Consolidated P&amp;L</b>        |              |              |              |              |              |              |               |               |               |
| <b>Revenue</b>                     |              |              |              |              |              |              |               |               |               |
| Seasoned flour                     | 2,477        | 2,403        | 2,331        | 2,551        | 2,475        | 2,400        | (2.9%)        | (2.9%)        | (2.9%)        |
| Vegetable                          | 5,448        | 6,262        | 7,020        | 5,448        | 6,262        | 7,020        | 0.0%          | 0.0%          | 0.0%          |
| Bean-based and other               | 181          | 199          | 219          | 181          | 199          | 219          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total</b>                       | <b>8,105</b> | <b>8,864</b> | <b>9,569</b> | <b>8,180</b> | <b>8,936</b> | <b>9,639</b> | <b>(0.9%)</b> | <b>(0.8%)</b> | <b>(0.7%)</b> |
| <b>YOY Growth %</b>                |              |              |              |              |              |              |               |               |               |
| <b>Revenue</b>                     |              |              |              |              |              |              |               |               |               |
| Packaged drinking water product    | -3%          | -3%          | -3%          | 0%           | -3%          | -3%          |               |               |               |
| Tea beverage products              | 21%          | 15%          | 12%          | 21%          | 15%          | 12%          |               |               |               |
| Functional beverage products       | 10%          | 10%          | 10%          | 10%          | 10%          | 10%          |               |               |               |
| <b>Total</b>                       | <b>12%</b>   | <b>9%</b>    | <b>8%</b>    | <b>13%</b>   | <b>9%</b>    | <b>8%</b>    |               |               |               |
| <b>Consolidated P&amp;L</b>        |              |              |              |              |              |              |               |               |               |
| <b>Total Sales</b>                 | <b>8,105</b> | <b>8,864</b> | <b>9,569</b> | <b>8,180</b> | <b>8,936</b> | <b>9,639</b> | <b>-0.9%</b>  | <b>-0.8%</b>  | <b>-0.7%</b>  |
| COGS                               | -4,201       | -4,569       | -4,911       | -4,222       | -4,588       | -4,930       | -0.5%         | -0.4%         | -0.4%         |
| <b>Gross Profit</b>                | <b>3,904</b> | <b>4,294</b> | <b>4,658</b> | <b>3,958</b> | <b>4,347</b> | <b>4,709</b> | <b>-1.4%</b>  | <b>-1.2%</b>  | <b>-1.1%</b>  |
| SG&A                               | -1,790       | -1,899       | -1,976       | -1,804       | -1,913       | -1,990       | -0.8%         | -0.7%         | -0.7%         |
| Other operating income/(expense)   | -22          | -22          | -22          | -22          | -22          | -22          | 0.0%          | 0.0%          | 0.0%          |
| Depreciation                       | -184         | -212         | -245         | -184         | -212         | -245         | 0.0%          | 0.0%          | 0.0%          |
| Amortization                       | -3           | -3           | -3           | -3           | -3           | -3           | 0.0%          | 0.0%          | 0.0%          |
| <b>EBITDA</b>                      | <b>2,279</b> | <b>2,588</b> | <b>2,907</b> | <b>2,318</b> | <b>2,628</b> | <b>2,946</b> | <b>-1.7%</b>  | <b>-1.5%</b>  | <b>-1.3%</b>  |
| Net finance costs                  | 201          | 254          | 276          | 201          | 255          | 279          | 0.0%          | -0.5%         | -0.9%         |
| Other non-op. rev/ (exp)           | -            | -            | -            | -            | -            | -            |               |               |               |
| <b>Pretax income</b>               | <b>2,294</b> | <b>2,627</b> | <b>2,936</b> | <b>2,333</b> | <b>2,668</b> | <b>2,977</b> | <b>-1.7%</b>  | <b>-1.5%</b>  | <b>-1.4%</b>  |
| Provisions for taxes               | -725         | -830         | -927         | -737         | -843         | -940         | -1.7%         | -1.5%         | -1.4%         |
| Minority interest (I/S item)       | -2           | -3           | -3           | -3           | -3           | -3           |               |               |               |
| <b>Reported NPAT</b>               | <b>1,567</b> | <b>1,795</b> | <b>2,005</b> | <b>1,594</b> | <b>1,822</b> | <b>2,033</b> | <b>-1.7%</b>  | <b>-1.5%</b>  | <b>-1.4%</b>  |
| Less: net one-off's                | -            | -            | -            | -            | -            | -            |               |               |               |
| <b>EPS (Adj., diluted, RMB/Sh)</b> | <b>0.64</b>  | <b>0.74</b>  | <b>0.82</b>  | <b>0.66</b>  | <b>0.75</b>  | <b>0.84</b>  | <b>-1.7%</b>  | <b>-1.5%</b>  | <b>-1.4%</b>  |

Source: Company data, Goldman Sachs Global Investment Research

## Valuation

## Exhibit 4: Global Snack Brands Comp Sheet

| Ticker                          | Company                            | Rating  | Mkt cap<br>US\$ mn | Ccy | Price<br>5/29/2026 | 12-m TP | +/-  | 2026E      | P/E<br>2027E | 2028E      | 25-27E<br>Rev CAGR | 25-27E<br>NP CAGR | Div yield%<br>2026E |
|---------------------------------|------------------------------------|---------|--------------------|-----|--------------------|---------|------|------------|--------------|------------|--------------------|-------------------|---------------------|
| <b>Global grocery retailers</b> |                                    |         |                    |     |                    |         |      |            |              |            |                    |                   |                     |
| DG                              | Dollar General Corp.               | Neutral | 27,549             | USD | 110.61             | 130.00  | 18%  | 15X        | 15X          | 14X        | 4%                 | 11%               | 2%                  |
| DLTR                            | Dollar Tree Stores Inc.            | Sell    | 23,265             | USD | 116.44             | 105.00  | -10% | 16X        | 17X          | 15X        | 8%                 | 9%                | 0%                  |
| WMT                             | Walmart Inc.                       | Buy     | 920,600            | USD | 115.75             | 154.00  | 33%  | 38X        | 39X          | 34X        | 5%                 | 8%                | 1%                  |
| 7453.T                          | Ryohin Keikaku                     | Buy     | 12,223             | JPY | 3883.00            | 4300.00 | 11%  | 31X        | 27X          | 23X        | 12%                | 20%               | 1%                  |
| 7532.T                          | Pan Pacific International Holdings | Buy     | 15,429             | JPY | 878.20             | 1100.00 | 25%  | 23X        | 21X          | 20X        | 4%                 | 7%                | 1%                  |
| <b>Avg.</b>                     |                                    |         |                    |     |                    |         |      | <b>25X</b> | <b>24X</b>   | <b>21X</b> | <b>7%</b>          | <b>11%</b>        | <b>1%</b>           |
| <b>Global snacks brands</b>     |                                    |         |                    |     |                    |         |      |            |              |            |                    |                   |                     |
| MDLZ                            | Mondelez International Inc.        | Buy     | 82,885             | USD | 61.17              | 65.00   | 6%   | 20X        | 19X          | 17X        | 4%                 | 6%                | 3%                  |
| HSY                             | Hershey Co.                        | Buy     | 39,389             | USD | 194.03             | 240.00  | 24%  | 23X        | 19X          | 18X        | 4%                 | 26%               | 3%                  |
| GIS                             | General Mills Inc.                 | Neutral | 19,285             | USD | 33.81              | 40.00   | 18%  | 10X        | 10X          | 10X        | -3%                | -13%              | 7%                  |
| KHC                             | Kraft Heinz Co.                    | Neutral | 29,148             | USD | 24.01              | 23.00   | -4%  | 12X        | 11X          | 11X        | 0%                 | -10%              | 7%                  |
| 2229.T                          | Calbee Inc                         | Sell    | 2,320              | JPY | 2904.00            | 2800.00 | -4%  | 21X        | 20X          | 19X        | 6%                 | 4%                | 2%                  |
| <b>Avg.</b>                     |                                    |         |                    |     |                    |         |      | <b>17X</b> | <b>16X</b>   | <b>15X</b> | <b>2%</b>          | <b>3%</b>         | <b>5%</b>           |
| <b>China snack retailers</b>    |                                    |         |                    |     |                    |         |      |            |              |            |                    |                   |                     |
| 1768.HK                         | Busy Ming Group                    | Buy     | 10,012             | HKD | 332.40             | 550.00  | 65%  | 17X        | 13X          | 11X        | 26%                | 37%               | 1%                  |
| 300972.SZ                       | Fujian Wanchen Food                | Buy     | 5,431              | CNY | 181.69             | 319.00  | 76%  | 14X        | 12X          | 11X        | 26%                | 51%               | 1%                  |
| <b>Avg.</b>                     |                                    |         |                    |     |                    |         |      | <b>15X</b> | <b>13X</b>   | <b>11X</b> | <b>26%</b>         | <b>44%</b>        | <b>1%</b>           |
| <b>China snack brands</b>       |                                    |         |                    |     |                    |         |      |            |              |            |                    |                   |                     |
| 002847.SZ                       | Yankershop Food                    | Buy     | 2,459              | CNY | 59.03              | 87.00   | 47%  | 18X        | 15X          | 13X        | 13%                | 20%               | 3%                  |
| 9985.HK                         | Weilong Delicious Global Holdings  | Buy     | 2,593              | HKD | 8.16               | 14.00   | 72%  | 11X        | 10X          | 9X         | 11%                | 13%               | 5%                  |
| 002557.SZ                       | Chacha Food Co.                    | Sell    | 1,685              | CNY | 21.95              | 20.90   | -5%  | 16X        | 14X          | 13X        | 9%                 | 57%               | 4%                  |
| 0151.HK                         | Want Want China                    | Sell    | 6,368              | HKD | 4.16               | 4.00    | -4%  | 10X        | 10X          | 10X        | 3%                 | 3%                | 4%                  |
| 300783.SZ                       | Three Squirrels                    | Neutral | 1,094              | CNY | 18.21              | 22.10   | 21%  | 19X        | 16X          | 15X        | 4%                 | 70%               | 2%                  |
| <b>Avg.</b>                     |                                    |         |                    |     |                    |         |      | <b>15X</b> | <b>13X</b>   | <b>12X</b> | <b>8%</b>          | <b>33%</b>        | <b>4%</b>           |

As of 29 May, 2026.

Source: Eikon Datastream, Goldman Sachs Global Investment Research

**Price Target Risks and Methodology - Yankershop**

We are Buy rated on Yankershop. Our 12-m TP of Rmb87 is based on 24x 2027E P/E, discounted back 1 year to end-2026E at a COE of 7.0%. Key downside risks: 1) More intense competition in the snacking industry, especially from private labels; 2) Slower-than-expected snack discounters' opening pace; 3) Higher-than-expected raw material cost.

**Price Target, Risks, and Methodology - Weilong Delicious Global Holdings**

Our 12-m TP of HK\$14.0 is based on 19x 2027E P/E discounted back to 2026E at a CoE of 8.6%. P/E of 19x is benchmarked to the company's average P/E in 6M23 (listed in Dec 2022). Key risks: 1) higher-than-expected competition; 2) high channel development expenses; 3) slower-than-expected channel development including discounters, CVS/mom-pop coverage expansion; 4) unfavorable raw material costs.

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There are no company-specific disclosures for: Yankershop Food (Rmb61.04)

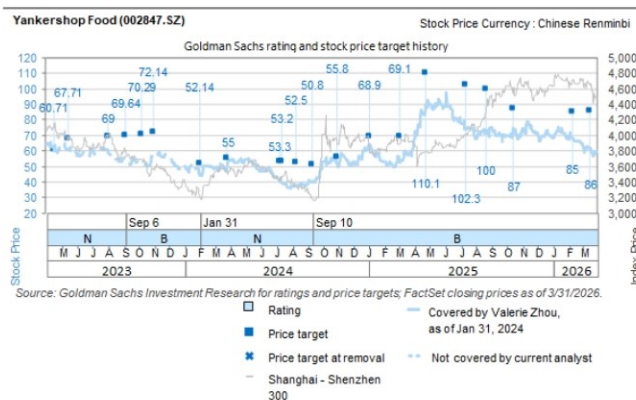
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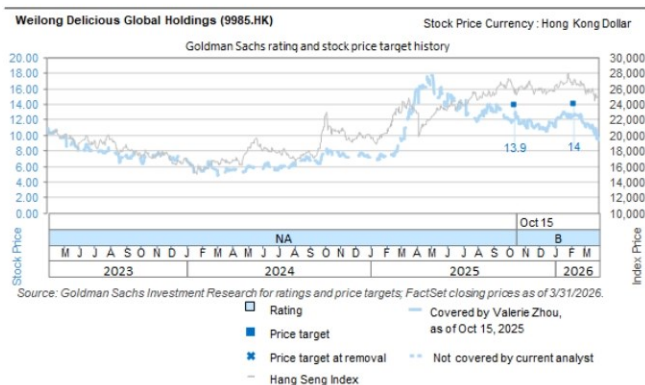
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|--------|---------------------|------|------|----------------------------------|------|------|
|        | Buy                 | Hold | Sell | Buy                              | Hold | Sell |
| Global | 50%                 | 34%  | 16%  | 65%                              | 60%  | 45%  |

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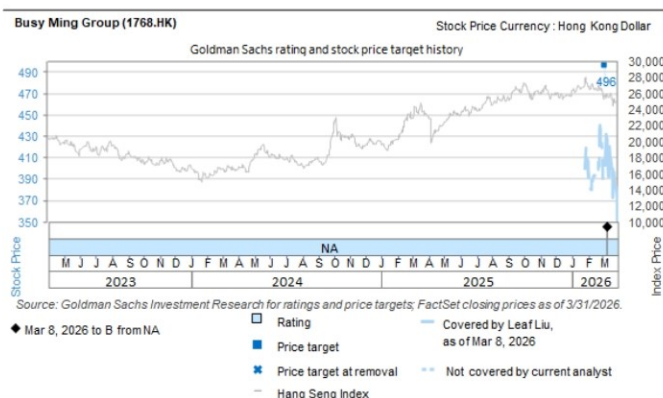
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## Target price history table(s)

### Busy Ming Group (1768.HK)

| Date of report | Target price (HK\$) | Closing price (HK\$) |
|----------------|---------------------|----------------------|
| 01-Apr-26      | 550.00              | 362.60               |
| 08-Mar-26      | 496.00              | 403.20               |

### Yankershop Food (002847.SZ)

| Date of report | Target price (Rmb) | Closing price (Rmb) |
|----------------|--------------------|---------------------|
| 29-Apr-26      | 87.00              | 59.62               |
| 16-Mar-26      | 86.00              | 61.90               |
| 09-Feb-26      | 85.00              | 68.49               |
| 15-Oct-25      | 87.00              | 74.49               |
| 21-Aug-25      | 100.00             | 72.33               |
| 12-Jul-25      | 102.30             | 74.15               |
| 24-Apr-25      | 110.10             | 89.23               |
| 04-Mar-25      | 69.10              | 52.77               |
| 02-Jan-25      | 68.90              | 64.28               |
| 29-Oct-24      | 55.80              | 52.44               |
| 10-Sep-24      | 50.80              | 39.85               |
| 09-Aug-24      | 52.50              | 37.75               |
| 12-Jul-24      | 53.20              | 39.60               |

**Busy Ming Group (1768.HK)**

| Date of report | Target price (HK\$) | Closing price (HK\$) |
|----------------|---------------------|----------------------|
| 08-Jul-24      | 53.30               | 40.95                |
| 26-Mar-24      | 77.00               | 49.14                |
| 31-Jan-24      | 73.00               | 44.20                |
| 31-Oct-23      | 101.00              | 56.32                |
| 08-Oct-23      | 98.40               | -                    |
| 06-Sep-23      | 97.50               | 56.43                |
| 03-Aug-23      | 96.60               | 58.56                |

**Yankershop Food (002847.SZ)**

| Date of report | Target price (Rmb) | Closing price (Rmb) |
|----------------|--------------------|---------------------|
| 08-Jul-24      | 53.30              | 40.95               |
| 26-Mar-24      | 77.00              | 49.14               |
| 31-Jan-24      | 73.00              | 44.20               |
| 31-Oct-23      | 101.00             | 56.32               |
| 08-Oct-23      | 98.40              | -                   |
| 06-Sep-23      | 97.50              | 56.43               |
| 03-Aug-23      | 96.60              | 58.56               |

**Weilong Delicious Global Holdings (9985.HK)**

| Date of report | Target price (HK\$) | Closing price (HK\$) |
|----------------|---------------------|----------------------|
| 09-Feb-26      | 14.00               | 12.66                |
| 15-Oct-25      | 13.90               | 12.72                |

Price targets shown in table(s) are unadjusted for corporate actions.

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