

Attitudes towards Food Safety - China - September 2012

Report Price: £2463.80 | \$3990.00 | €3129.79

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"As China's food scares crisis persists, companies continue to seek effective strategies to ensure that their products do no harm. However, a food scare is a many-headed hydra – farmers, logistics suppliers, food manufacturers, packagers and retailers are all weak points in a very weak chain."

- Matthew Crabbe, Research Director, Mintel Asia-Pacific

This report looks at the following areas:

- What is China's history of food poisoning?
- What segments of the food chain are causing challenges?
- What have been the recent major food scares?
- How is the government focusing on regulatory improvement?
- How are consumers look to protect themselves?

The combined effect of greater media freedom and the rising scope and range of exported foods has intensified the spotlight on China's food industry. Problems that were historically 'covered up' or never made 'public' are now reaching news and information (blogs/internet) channels. As a result, it appears that the number of food scares or instances of dangerous foods getting into the marketplace has risen. For the purposes of this report, Mintel commissioned a quantitative research survey carried out online to explore consumer attitudes towards food scares. Fieldwork was conducted in April 2012, in five Tier 1 cities and five Tier 2 cities of 3,000 adults aged 20+. Tier 1 cities include Beijing, Shanghai, Guangzhou, Shenzhen.

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