

Consumer Eating Habits - China - July 2013

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Significant changes in the way Chinese consumers buy and eat food are creating new opportunities to develop new and innovative products to suit diversifying lifestyle needs. But Chinese consumers continue to be concerned about food safety, and are increasingly demanding better information about food products.”
– Matthew Crabbe, Director of Research, Asia-Pacific

In this report we answer the key questions:

- How are Chinese shopping habits changing?
- Can modern supermarkets and traditional wet markets co-exist?
- How important is healthy eating to Chinese consumers' shopping and dining habits?
- Are Chinese consumers becoming more adventurous in their eating habits?

Rapid economic growth and rising incomes have led to significant changes in consumers' lifestyles, and the way Chinese people buy and eat food. This has brought with it great potential for food manufacturers, retailers and foodservice providers to develop new and innovative products to meet the greatly diversifying needs and tastes of Chinese consumers, who continue to be receptive to new food products and concepts.

Achieving success selling such new food products and services to Chinese consumers increasingly means reassuring them on the issues of food safety, while providing them with more information about achieving a healthy and balanced diet. Communicating the health and nutritional benefits of food products requires taking a more diverse approach, using both traditional and new media channels, and engaging with consumers directly through in-store promotions and cooking demonstrations.

There are also opportunities to develop a wider variety of food products and services to suit the increasing variation in people's lifestyles, providing convenience to those with busy working lives, value-added products to those with high expectations, and quality at an affordable price to those on lower incomes, particularly in developing markets in lower tier cities.

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