

Attitudes towards Comfort Foods - China - July 2018

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“There is a good opportunity for comfort food in China as Mintel research shows using foods to adjust the mood is a widely recognised practice by Chinese consumers and there is a wide acknowledge of the impact of food on people’s mood. Businesses, especially snack brands, can communicate on the mental benefits to impress consumers and build high brand awareness.”

– **Loris Li, Associate Director, Food & Drink**

This report looks at the following areas:

- **Gender – Differentiated strategy can work well for brands**
- **Foodservice can try to attract “spontaneous consumers”**
- **Advertising with online contents can help reach the target consumers**

Thanks to the development of consumerism and science, the connection between consumers and the foods they consume has become more important not only physically but also emotionally. For example, science has discovered that some foods can trigger the release of dopamine, which makes people feel happy. Thus, finding how Chinese consumers use foods to adjust their mood becomes valuable for manufacturers to understand deeply about the connection between consumers and foods, and their consumption attitudes and behaviour towards certain comfort foods.

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Appendix – Methodology and Abbreviations

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