

Chinese Style Cooking Habits - China - December 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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



“In fact, cooking and eating at home nowadays is more like a family activity or something of a lifestyle choice, it is not just for filling the belly but something that can strengthen the bonds between couples, between kids and parents. When selecting food such as soy sauce, consumers try to avoid some ‘bad’ elements such as GMO ingredients, salt and MSG.

- Crystal A, Research Analyst, Food and Drink

This report looks at the following areas:

- Attitudes towards salt reduction correlate with cooking style by region
- Motivate young and solidary consumers to cook for health
- Alter claim, product and communication ways to reach affluent families

However, for more sophisticated, especially affluent consumers, it is not enough to just eliminate those unhealthy elements; manufacturers and brands can tailor ways to meet their demand for nutrition facts, consumption experience and effective information channels.”

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Chinese Style Cooking Habits - China - December 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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

Table of Contents

Overview

What you need to know

Covered in this Report

Excluded

Definition

Figure 1: Definition of low/mid/high MHI groups, by monthly household income and city tier

Executive Summary

The market

Changes in cooking and dietary habits accelerate in-home cooking market

New food purchase channels create more cooking possibilities

Avoiding "bad" elements poses challenges to sauce and seasoning

Availability of foodservice reduces cooking frequency of young and busy groups

The consumer

Though females dominate, cooking nowadays is more about family cohesion

Figure 2: Who does the cooking, by living situation, China, August 2018

Cooking habits stick to regional customs

Figure 3: Ways of cooking vegetables, by region, August 2018

Figure 4: Usage of cooking oil, by region, China, August 2018

Light dietary: clean label becomes a must

Figure 5: Top three purchase considerations for soy sauce – Dark soy sauce, by family structure, China, August 2018

Figure 6: Salt intake reduction, by age, China, August 2018

Premium dietary: affluent families are willing to pay for better-for-you offerings

Figure 7: Gap in usage rate of oils between high- and low-income consumers, China, August 2018

Cooking apps have become the first source of recipe while traditional ways still work

Figure 8: Recipe source, China, August 2018

What we think

Issues and Insights

Attitudes towards salt reduction correlate with cooking style by region

The facts

The implications

Figure 9: Li Kum Kee's campaign on healthy soy sauce with highlight on "less salt, but not less freshness", China

Figure 10: Product example of sauces and seasonings emphasising no additives/preservatives, China 2017-18

Motivate young and solidary consumers to cook for health

The facts

The implications

Figure 11: Product examples of single meal sets on online stores, China

Figure 12: Cup Noodle nice's TVC highlighting zero guilty feelings, Japan, 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Chinese Style Cooking Habits - China - December 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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

Alter claim, product and communication ways to reach affluent families

The facts

The implications

Figure 13: Gu Long's dark soy sauce highlighting traditional brewing techniques, China

Figure 14: Product and campaign examples proving products' claims in drink and personal care categories, China, Hong Kong and Japan, 2017-18

Figure 15: Consumers interacting with chefs in DayDayCook, China

The Market – What You Need to Know

In-home food expenditures are driven by better-for-you offerings

New food purchase channels stimulate more in-home cooking

Health concerns pose challenges to sauce and seasoning

Foodservice provides solutions for young and busy groups to get away from kitchen

Market Opportunities and Challenges

In-home food expenditures are driven by better-for-you offerings

Figure 16: Total consumer spending on in-home food and foodservice, China, 2013-22

New purchase channels stimulate more in-home cooking

Figure 17: Cooking and dietary habits – main channel for purchasing food, April 2018

Figure 18: Consumers in Hema Supermarket waiting for foods they purchased, China

Figure 19: Food kit of a recommended dish in 321 Cooking, China, 2018

Cooking now is becoming a way to enjoy life

Figure 20: Viewing screen and cooking app of Haier range hood, China

Figure 21: Reasons for Western style cooking/baking, China, August 2018

Health concerns pose challenges but maybe also opportunities

Rising singleton and fast-paced life accelerate quick meal solutions

The Consumer – What You Need to Know

Females still dominate household cooking

Cooking and dietary habits vary by region

Health concerns drive the clean label trend

Cooking apps are key for recipe sources

Who Does the Cooking?

Females still dominate the responsibility of household cooking

Figure 22: Who does the cooking, by gender, China, August 2018

Figure 23: Who does the cooking – women, by age, China, August 2018

Young and solitary consumers do less cooking at home

Figure 24: Who does the cooking, by living situation, China, August 2018

Cooking is more about an activity of family cohesion

Figure 25: Who does the cooking, by age, China, August 2018

Figure 26: Who does the cooking, by family structure, China, August 2018

Usage of Cooking Oil

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Chinese Style Cooking Habits - China - December 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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

Chinese families are using multiple types of oil to cook

Figure 27: Usage of cooking oil, China, August 2018

Popular types of cooking oil vary regionally

Figure 28: Usage of cooking oil, by region, China, August 2018

Figure 29: Opening ceremony of Lu Hua exploration hall in Wuhan, China, 2017

Olive oil appeals to high-income households

Figure 30: Gap in usage rate of oils between high- and low-income consumers, China, August 2018

Butter and coconut oil share similar groups but at different ages

Figure 31: Usage of butter and coconut oil, by age, China, August 2018

Different Ways of Cooking Different Types of Foods

Different cooking ways for different types of foods

Figure 32: Different ways of cooking, by types of foods, August 2018

Opportunities for manufacturers to launch products for stewing

Figure 33: Different ways of cooking, by types of foods – Stewing, by gender, August 2018

Figure 34: Product example of sauces and seasonings designed for stewing, China, 2018

Cooking ways are diversified by region and city tier

Figure 35: Ways of cooking vegetables, by region, August 2018

Figure 36: Ways of cooking poultry, by region, August 2018

Figure 37: Ways of cooking vegetables, by city tier, August 2018

Figure 38: Ways of cooking red meats, by city tier, August 2018

Salt Intake Reduction

Cooking matters most in salt intake reduction

Figure 39: Salt intake reduction, China, August 2018

Figure 40: Product example of sauces and seasonings with claims of low salt/sodium and no MSG, China, 2017-18

Younger consumers are more attentive to processed and delivered food

Figure 41: Salt intake reduction, by age, China, August 2018

Top Purchase Considerations for Soy Sauce

Brand's popularity is the first consideration across all types of soy sauce

Figure 42: Purchase considerations for soy sauce, China, August 2018

Embrace the clean label trend to attract consumers with kids

Figure 43: Top three purchase considerations for soy sauce – Dark soy sauce, by family structure, China, August 2018

Amino nitrogen content matters but needs more market education

Figure 44: Top three purchase considerations for soy sauce – Content of amino nitrogen, by monthly household income, China, August 2018

Figure 45: Product examples of soy sauce emphasising amino nitrogen, China

Recipe Source

Consumers are curious about nouvelle dishes

Figure 46: Recipe source, China, August 2018

Cooking apps are key for young cooks

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Chinese Style Cooking Habits - China - December 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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

Figure 47: Recipe source – cooking apps and food bloggers, by age, China, August 2018

Older females are conservative but can be targeted through cooking TV show

Figure 48: Recipe source, "I haven't referred to any recipes for Chinese style cooking in the last 6 months", by gender and age, China, August 2018

Figure 49: Recipe source, by age, China, August 2018

Meet the Mintropolitans

Mintropolitans are more into exotic cooking oils

Figure 50: Usage of olive oil, butter and coconut oil, by consumer classification, China, August 2018

More knowledge thus higher awareness regarding food products

Figure 51: Salt intake reduction, by consumer classification, China, August 2018

Figure 52: Salt intake reduction, by consumer classification, China, August 2018

For Mintropolitans, interaction during cooking is quite important

Figure 53: Recipe source – cooking apps, food bloggers and cooking workshops, by consumer classification, China, August 2018

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com