

## Chinese Style Cooking Habits - China - December 2018

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"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."

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