

## Healthy Eating in Lower Tier Cities - China - November 2020

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“Consumers across all city tiers agree on what factors contribute to a healthy lifestyle and diet but lower tier city consumers are not as proactive in their health management. These consumers are more concerned about having to compromise on taste and, therefore, may encounter barriers to healthy eating in terms of self-control.”

– Annie Jiang, Research Analyst

This report looks at the following areas:

- Attitudes towards health and healthy eating
- Purchase considerations in food and drinks
- Trust in authority during the purchasing journey
- Purchase channel preferences for food and drinks

Although lower tier city consumers have similar attitudes to those in Tier 1 cities towards the importance of a healthy lifestyle, they are not as proactive in pursuing it and are more concerned about potentially having to compromise on taste. Brands need to be more active and persistent in nudging them into new behaviours. Instead of sophisticated or trendy concepts, lower tier city consumers are more responsive to simple, direct and clear visual clues that convey health messages. Their trust in products depends on the information source rather than the quality of the information itself.

Through quantitative (based on the quantitative data from multiple Mintel Reports from 2018 to 2020) and qualitative research, this Report compares consumer behaviour and attitudes in different city tiers. This Report examines lower tier city consumers' attitudes towards healthy eating and expectations of a healthy food or drink product, and, using a series of case studies, it explores strategies brands can harness to increase their competitiveness in lower tier cities.

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### Appendix - Abbreviations

Abbreviations

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