

Organic Food Preferences - China - March 2015

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"The organic food market in China is tiny; yet it is also developing quickly thanks to the growing consumer interest in this sector driven by an increasing level of attention that people pay towards health and wellbeing."
 – Laurel Gu, Senior Research Analyst

This report looks at the following areas:

- What types of safety checks do consumers do before buying a food product?
- In which categories are people buying organic food and how frequently do they buy organic food?
- What are the main barriers against buying organic food?
- What are the most attractive features of organic food?
- What are the most effective triggers to encourage consumers to buy organic food?
- Where do consumers normally buy organic food?
- What are consumers' attitudes towards organic food?

However, the excessively high price of organic food is an ongoing problem. There is a general perception that organic food is overpriced, which gives rise to scepticism over the tangible benefits that it is able to offer to consumers. For organic food brands, justifying price points and helping consumers to better understand the benefits of eating organic food will be key to driving the growth of the market in the future.

Within this report Mintel investigates consumers' purchase behaviour of organic food (eg, what types of organic food consumers normally buy; where consumers are buying organic foods, etc) as well as their general attitudes towards organic foods (eg, what are the drivers and barriers). The report also investigates the different types of safety checks consumers do before making a food purchase.

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