



# Trends in Food, Beverage & Consumer Insights in China 2016

# 2016, Top 10 Food & Beverage Trends





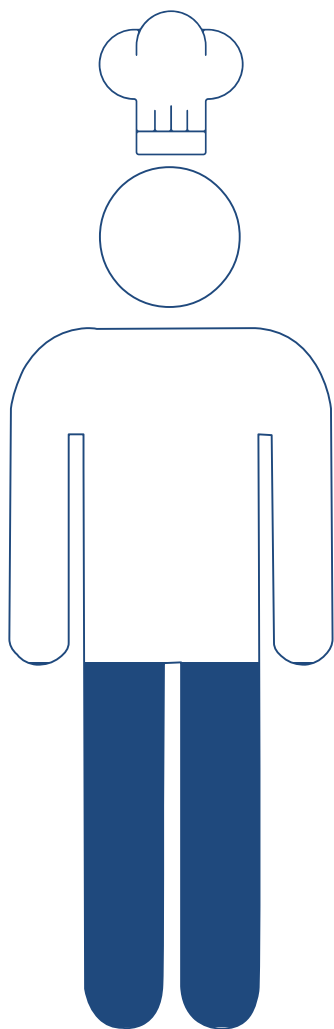


# Food Safety



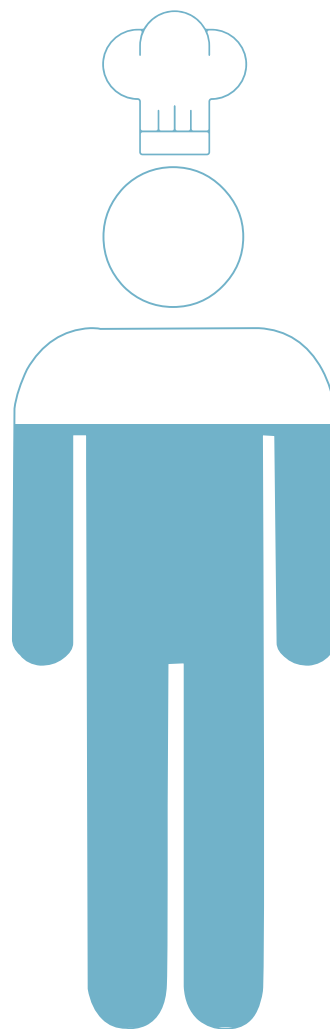
# Food safety is most considered when consumers buy food

52%



52% of the consumers say they would give **top consideration** to food safety when buying food

86%



86% of the consumers **consider** food safety when buying food

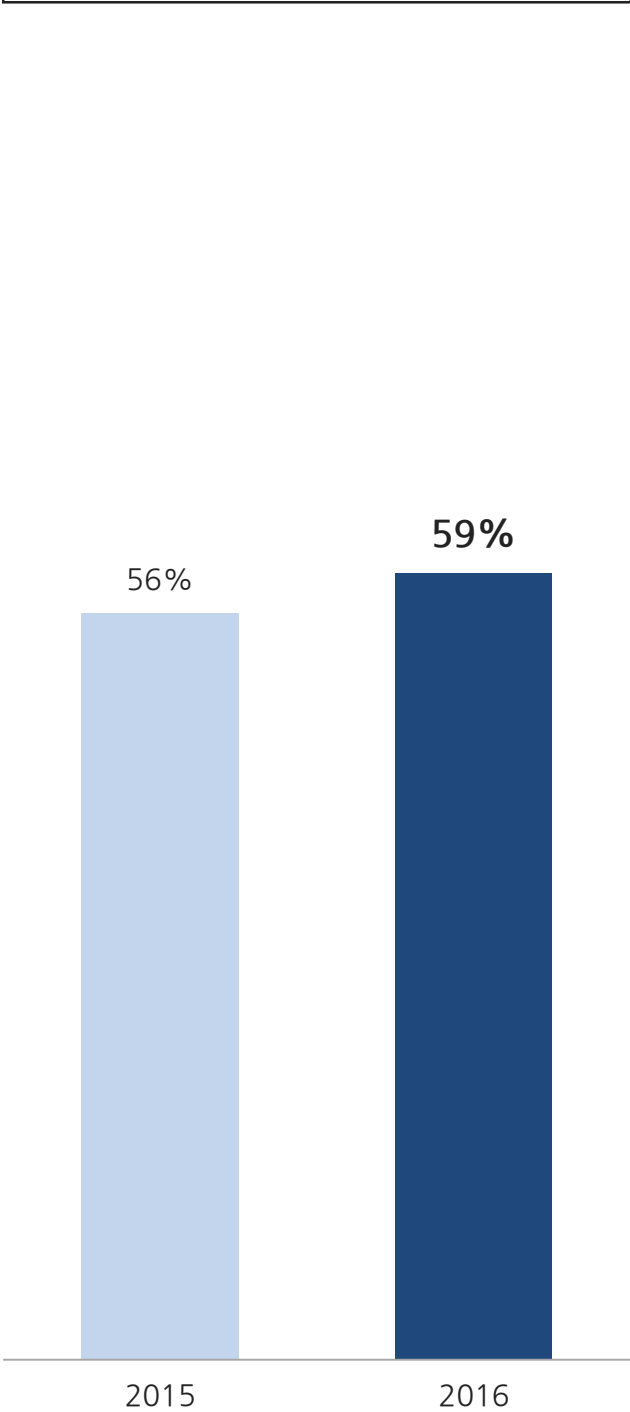
Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

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# Food safety incidents significantly reduce consumer confidence in the brand

Changes in **confidence of the category** when certain brand is found with safety incidents



Changes in **confidence of the brand** that is found with safety incidents



Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

# The vast majority of consumers are against food additives



Up to **90 percent**  
**(88%)** of consumers from  
1st and 2nd-tier cities  
are against food additives

**25%**

A quarter say  
they can accept foods of higher prices and  
**without any food additives**

Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

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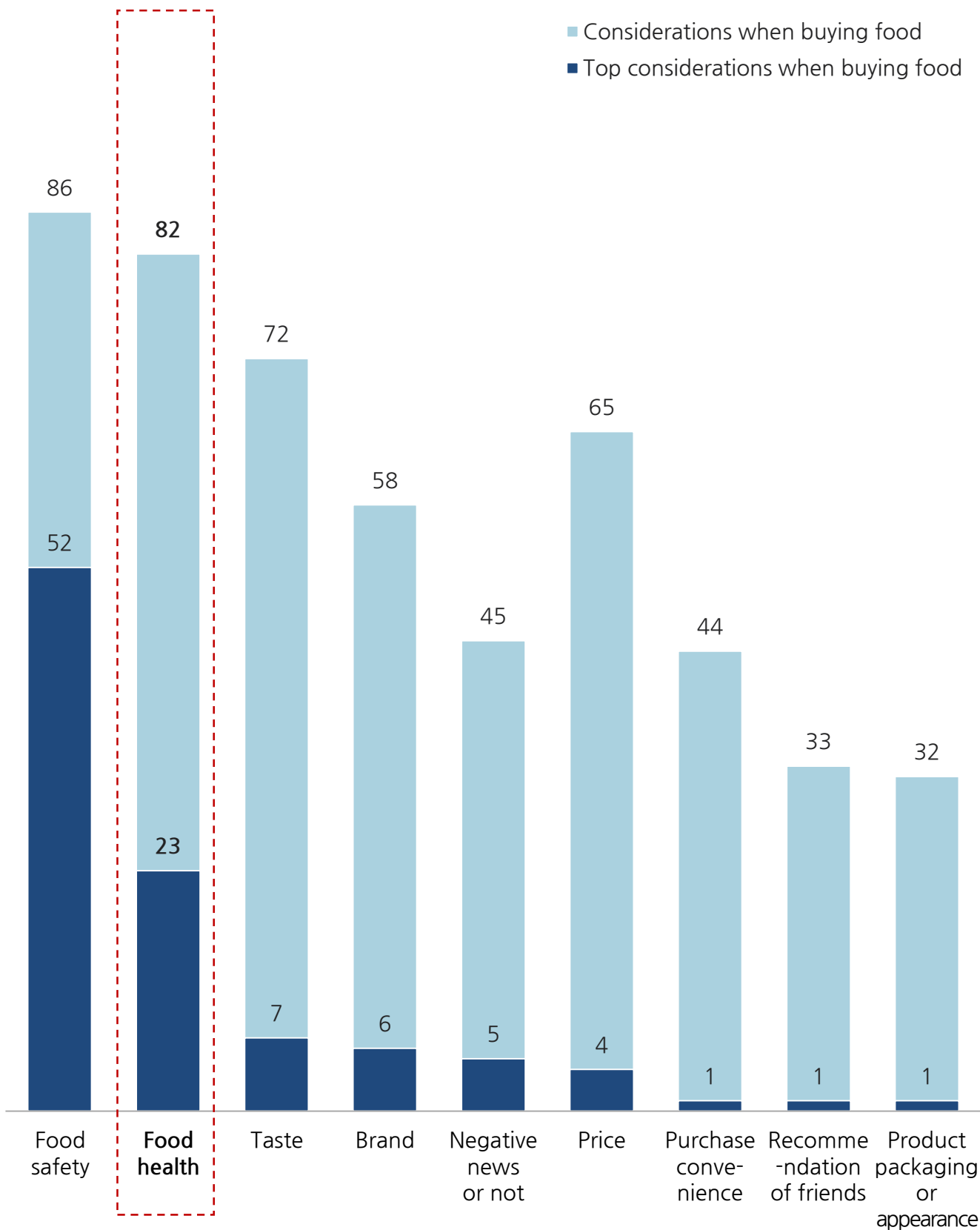


# Food Health





# Consumers show higher concerns about food health



Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

# A considerable number of consumers are sensitive to their bodyweight and concern themselves with food calories



**53%** of the consumers are very sensitive to their **body weight**



**47%** of the consumers show concerns about **the calories** of food they eat

# Huge potential of food health segments



No artificial additives



Organic ingredients



Low calorie



Slimming effect

Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

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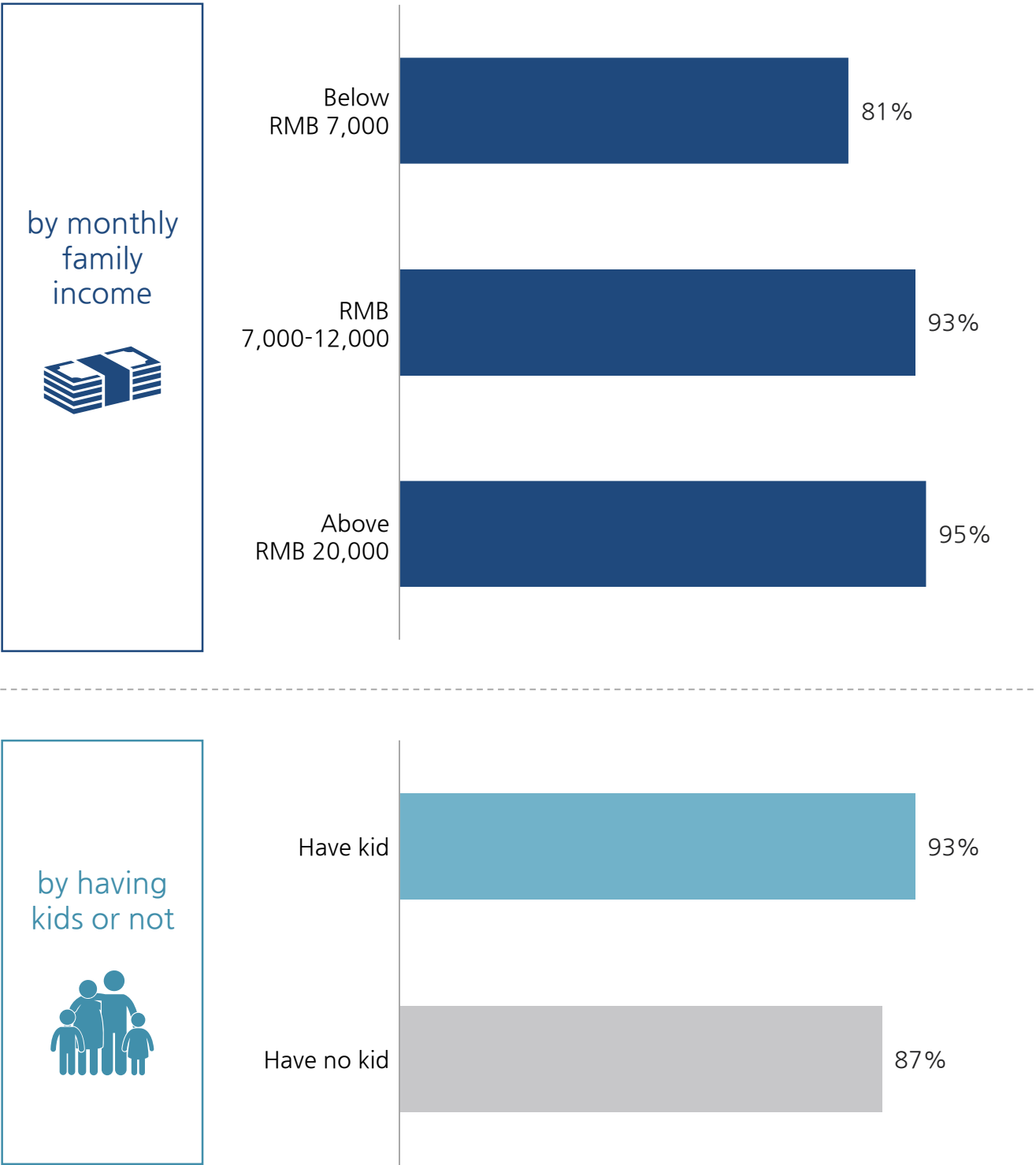


A photograph of a grocery store produce section. The top row features baskets of lemons, red chili peppers, and green limes. The middle row shows baskets of green leafy vegetables, including fennel and purple-veined varieties. The bottom row displays crates of oranges, cabbages, and spinach. A teal speech bubble is overlaid on the left side, containing the text "Green/ Organic Food".

# Green/ Organic Food

# Over 30% of 1<sup>st</sup> and 2<sup>nd</sup>-tier city consumers often buy green/organic foods

## ● Green / organic food buyers

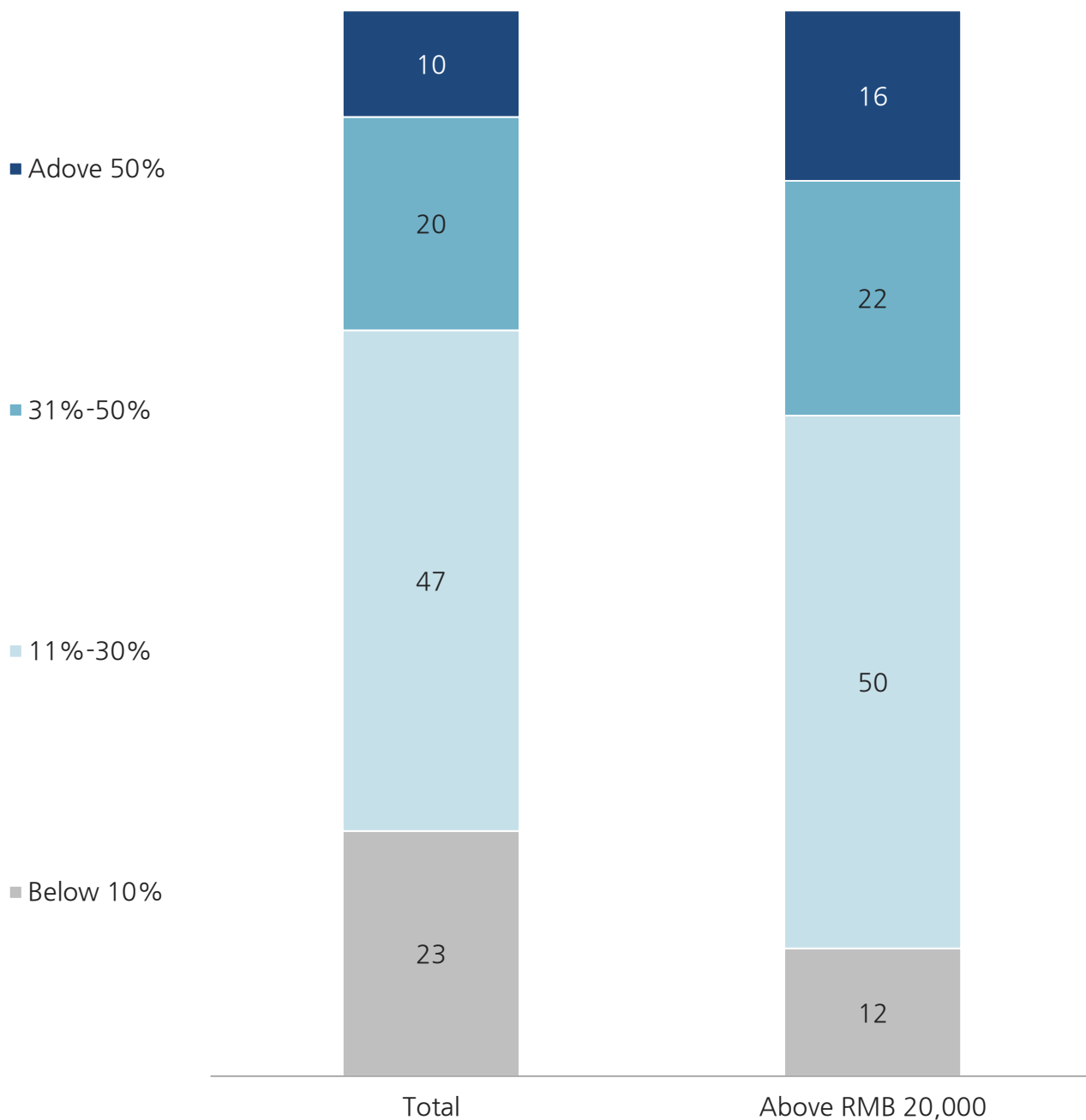


Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities



# High-income families are more willing to pay higher prices for green/organic food

Amount of money willing to spend on green/organic foods



Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

# Counterfeit products are major consumption impediments of green/organic foods



- **73%**  
Hard to distinguish the true from the counterfeit
- **56%**  
Too high prices
- **23%**  
No great difference between organic and ordinary foods
- **15%**  
Inconvenient to buy
- **8%**  
The taste is no better than ordinary foods

Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities that do not or seldom buy green/organic foods

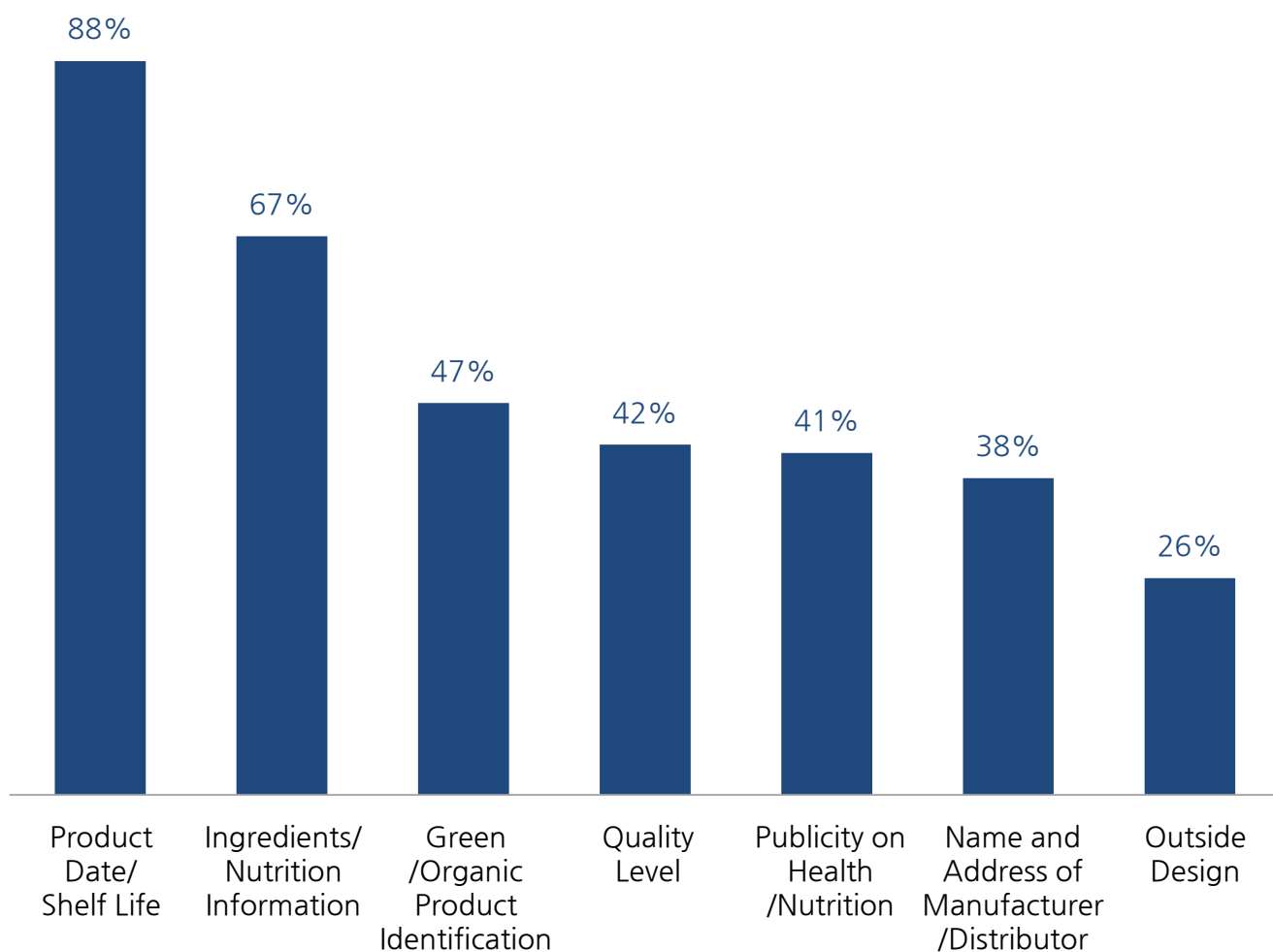
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Package



# A considerable number of consumers generally concern themselves with food package



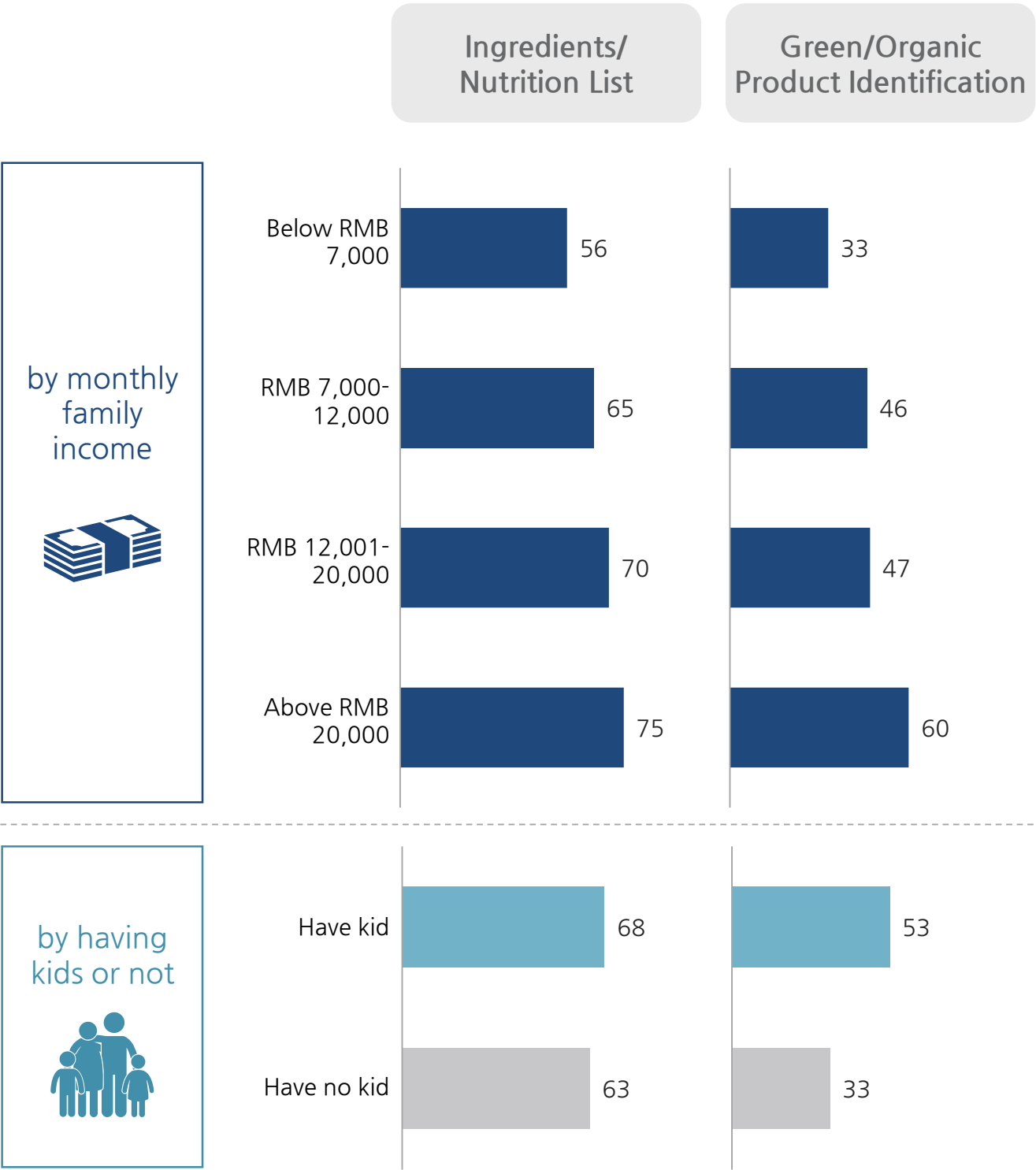
Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

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# List of Ingredients, Green/Organic Identification and Quality Level are focuses of concern

● Food package information concerned



Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities



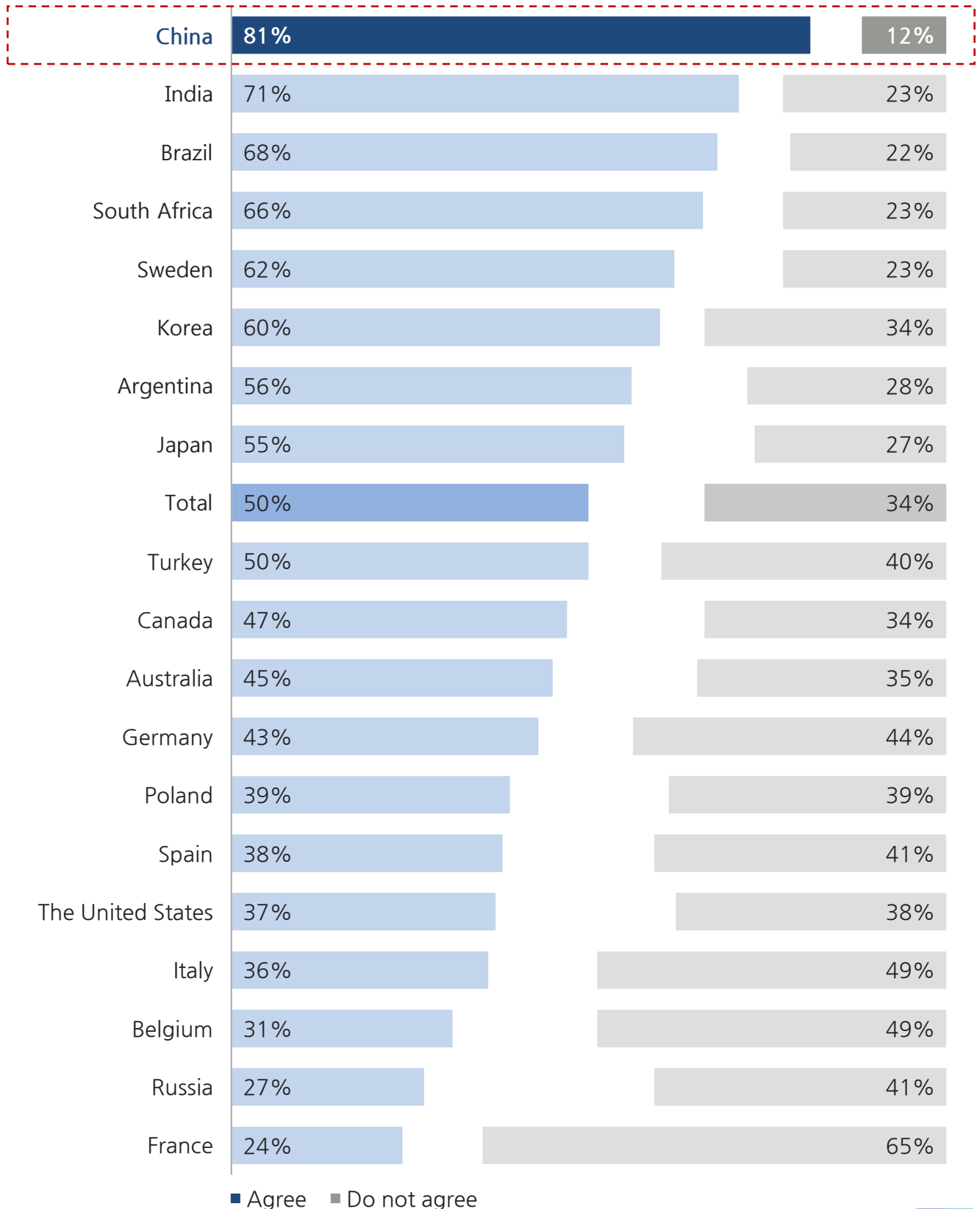
“Mini-package”, tasteful, healthier,  
and more environment friendly



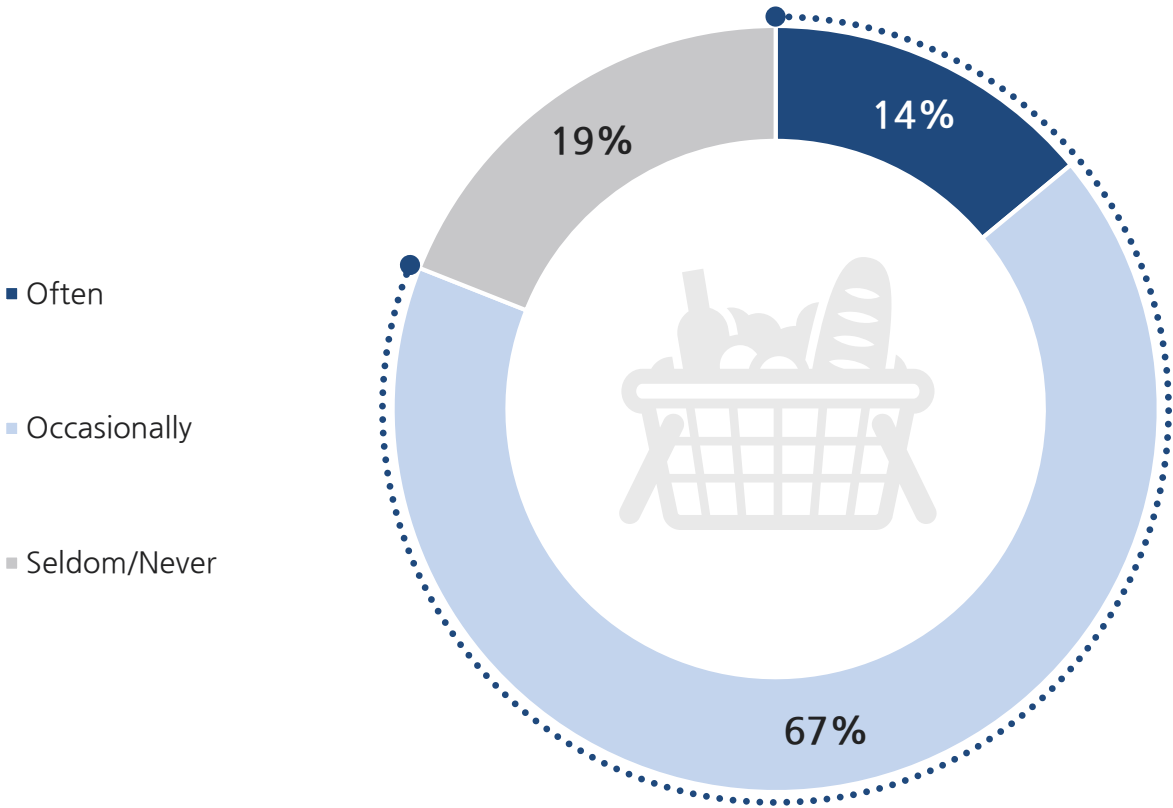
# Globalisation



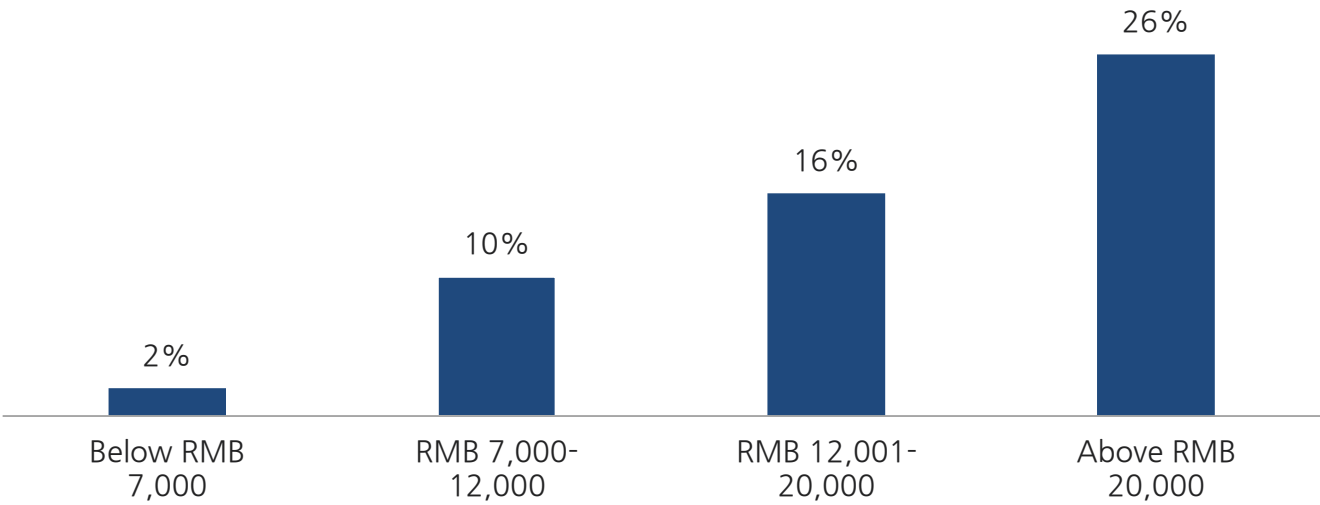
# Most Chinese consumers consider food globalization a good thing



# Over eighty percent of consumers often buy imported food

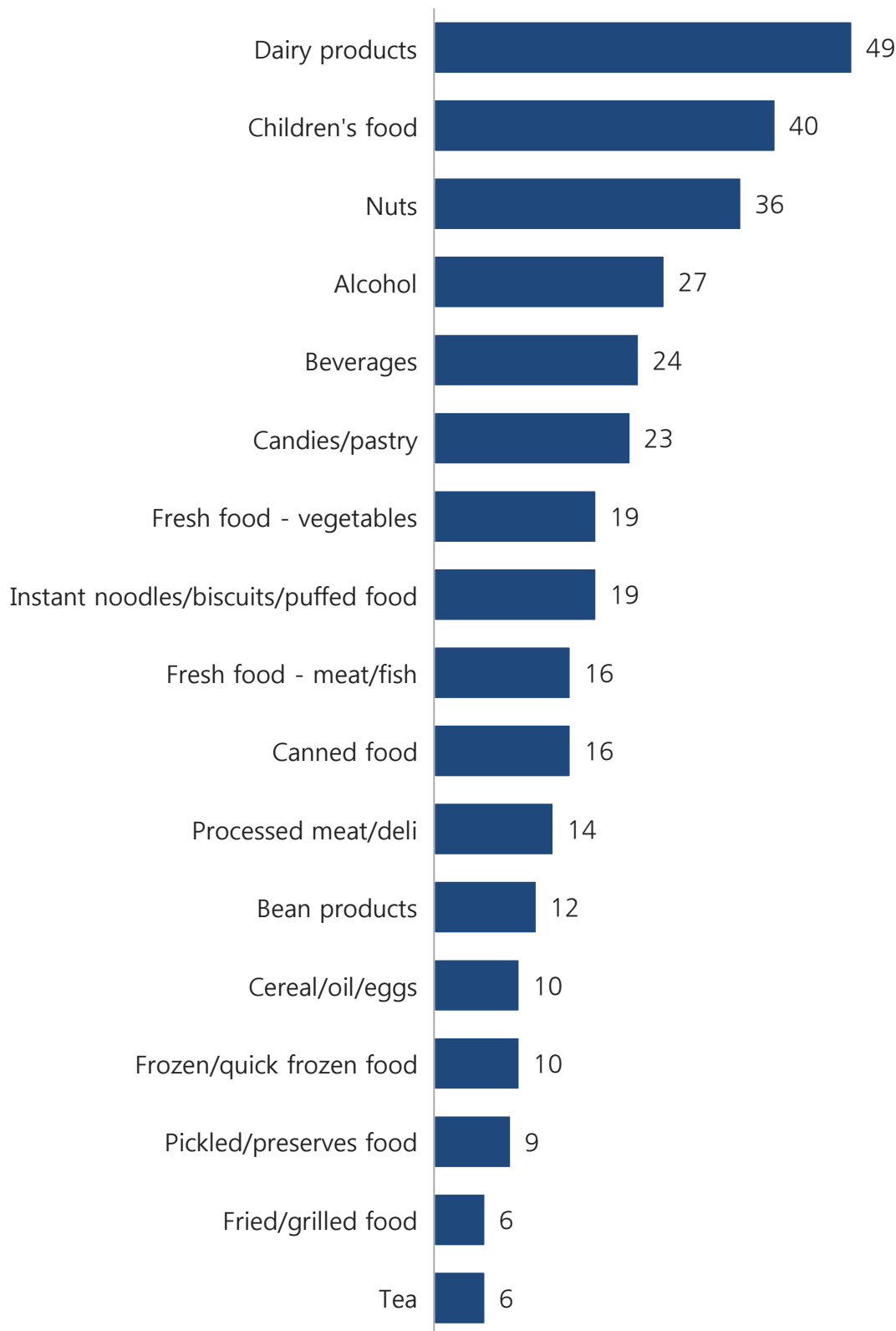


## Often buy imported food



Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

# Major types of imported foods bought by consumers

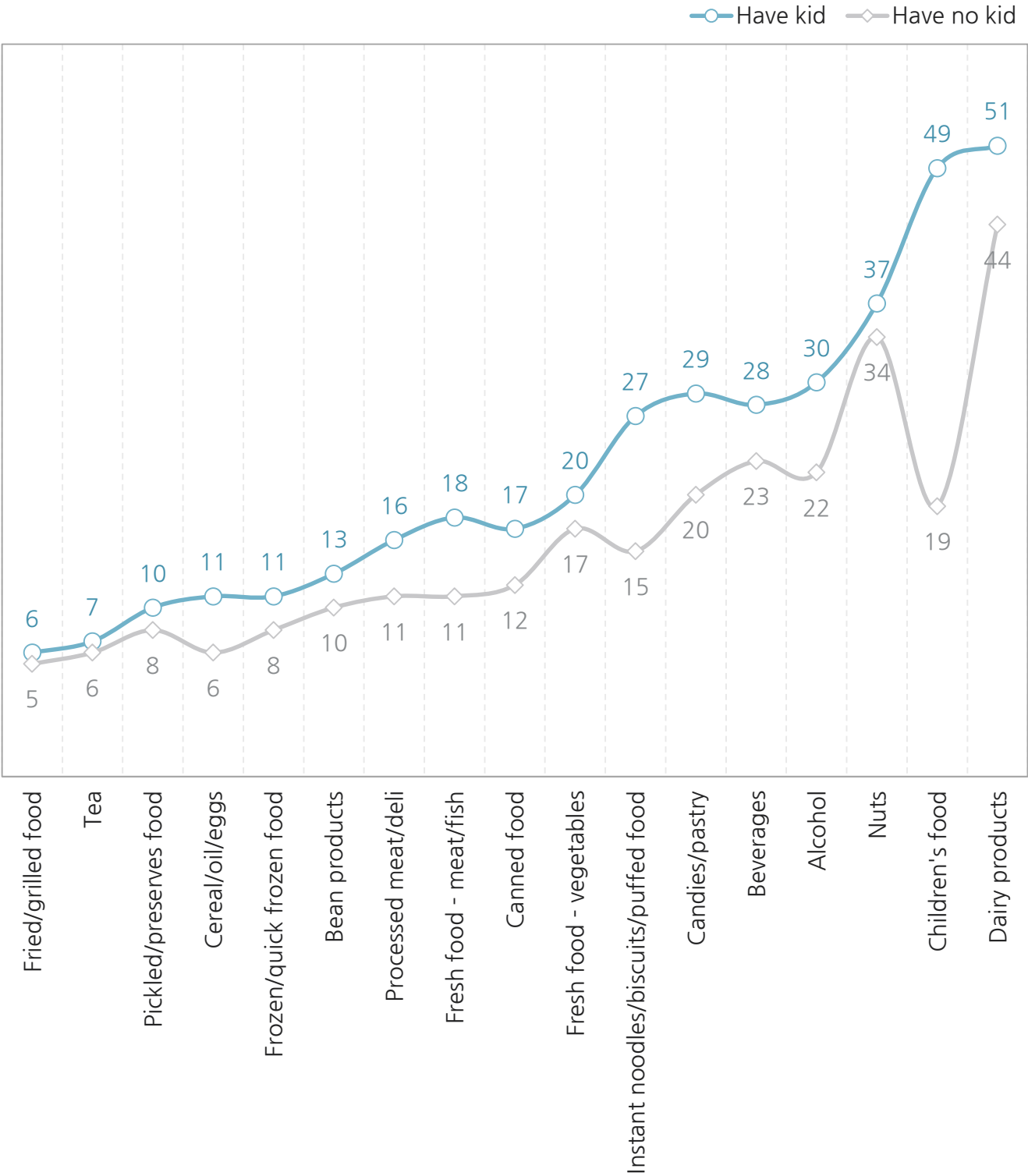


Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities



# Preferences of imported food vary with different consumer groups

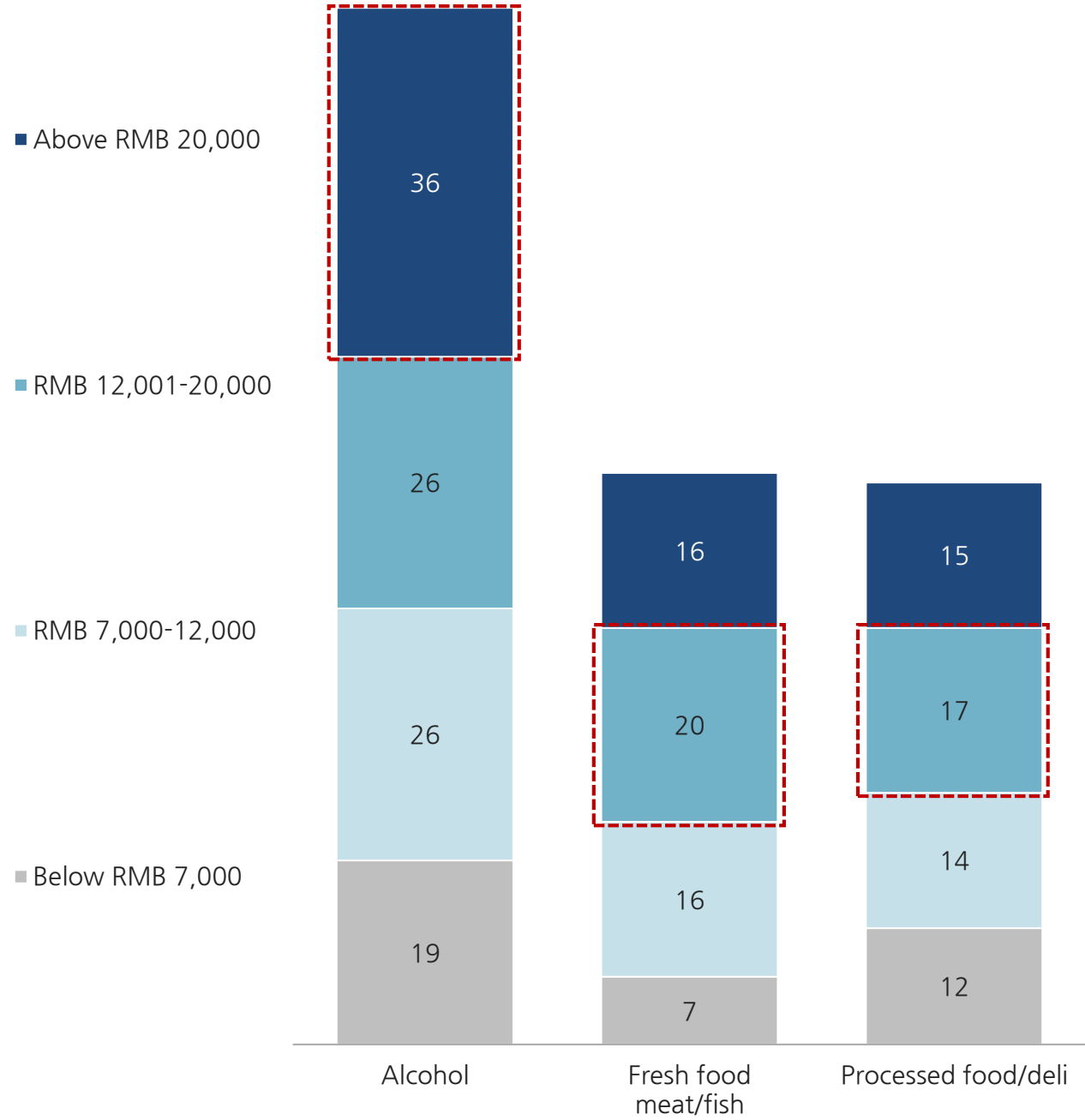
● Imported food bought (by having or having no kid)



Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

# Preferences for imported food vary with family income

Imported food bought (by monthly family income)

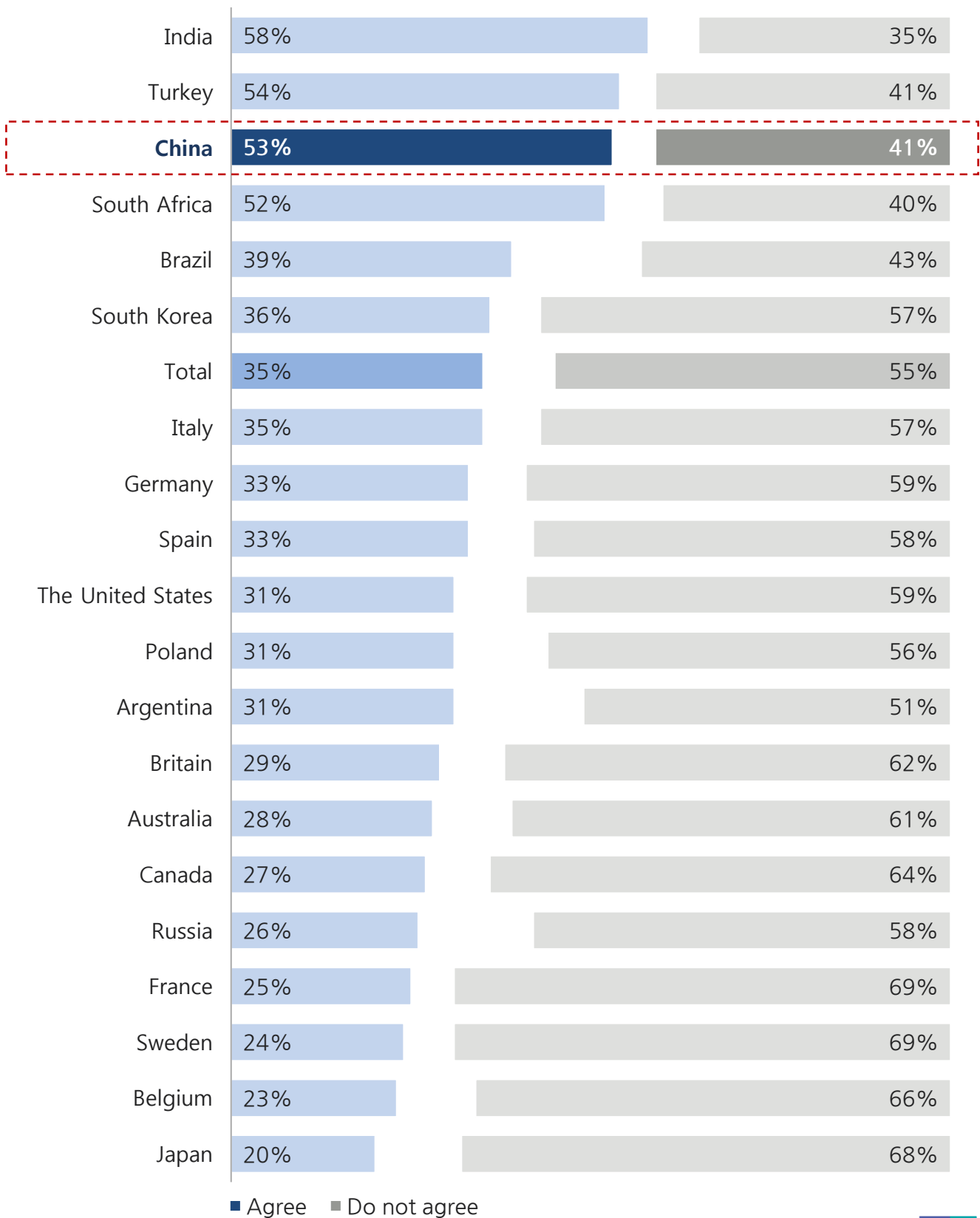


Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

# Innovation



# Chinese consumers are more open to try new foods



# Brand food innovation and breakthrough

- Innovation of traditional foods





Brand's own dining experience



# 简单6步, 汉堡由你创

自创汉堡套餐¥49起 另加¥2起

含自创汉堡+中薯条+中杯可口可乐

精选配料 风味升级



i'm lovin' it

1. 选择你喜欢的面包



熟烤麦香的麦胚面包 (2元)



外烤经典软式面包 (2元)



新鲜罗马生菜4片  
【可替代面包】

2. 铺上牛肉饼



经典厚牛肉饼

多加一块牛肉饼+12元

3. 加些蔬菜



新鲜罗马生菜



新鲜番茄片



新鲜洋葱



墨西哥风味辣洋葱

多选一份蔬菜+3元

4. 加点芝士更香



真的芝士



白灼芝士



玛芝里芝士条

多选一份芝士+4元

5. 加点酱料更鲜美



经典番茄酱



中辣芥末酱



浓郁蛋黄酱



特调阳光酱



烧烤风味酱



黑香沙拉酱



香浓酱



牛油果酱+5元

多选一款酱+2元起

6. 更多优质配料



脆皮培根+5元



厚切培根+5元



美式脆培根+5元



煎鸡蛋+5元



蘑菇蘑菇+5元



墨西哥风味玉米脆片+5元

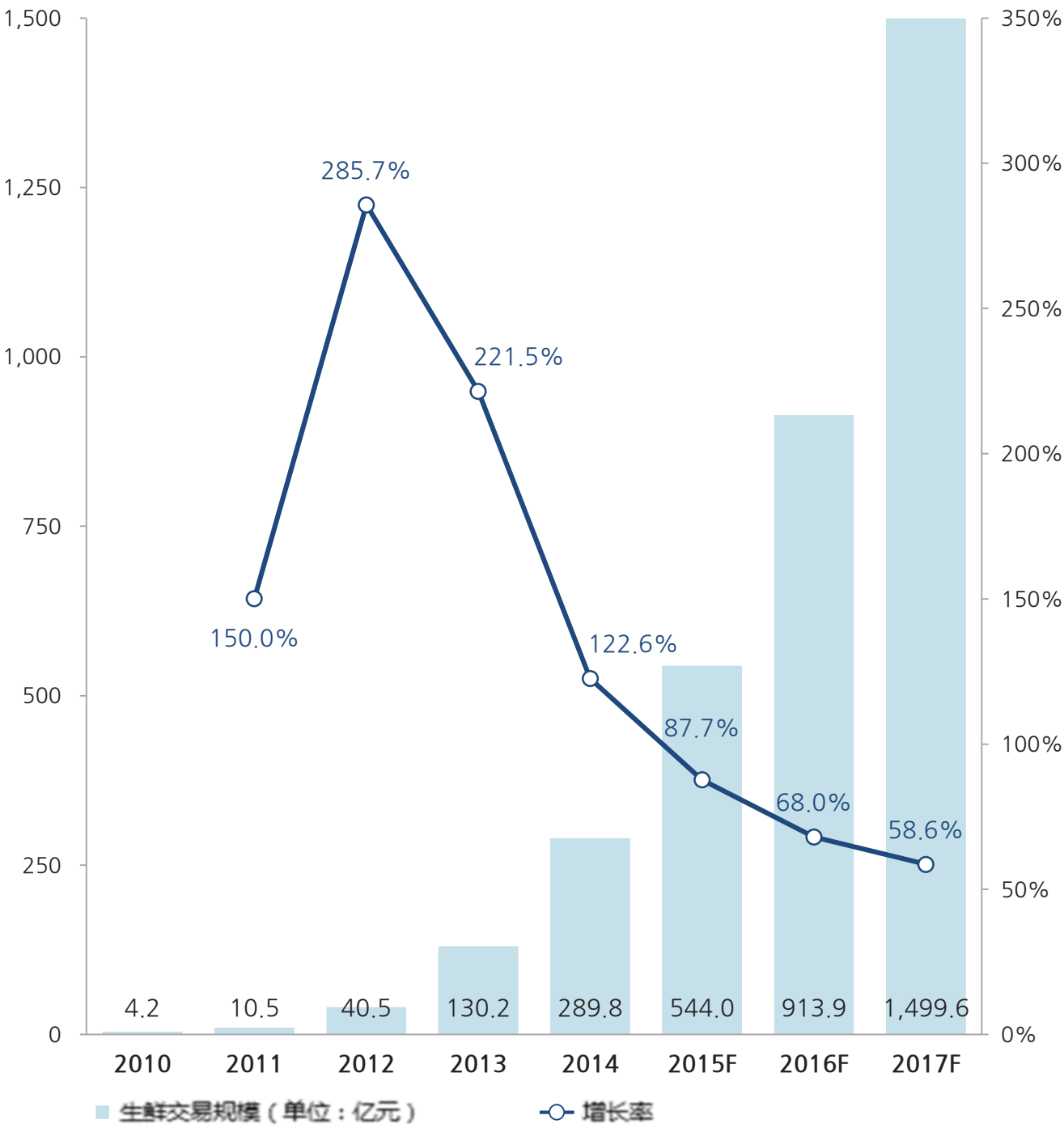
前往自助点餐机, 开创你味来



New Channel

# Rapid development of food's e-commerce channels

2015-2017年中国生鲜电商市场交易规模预测



© Analysys 易观智库

www.analysys.cn

Source: "China Fresh Food E-Commerce Research Report"

# Eighty percent of consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities buy foods/beverages online



**82%**

of consumers from  
1<sup>st</sup> and 2<sup>nd</sup>-tier cities buy  
foods/beverages online

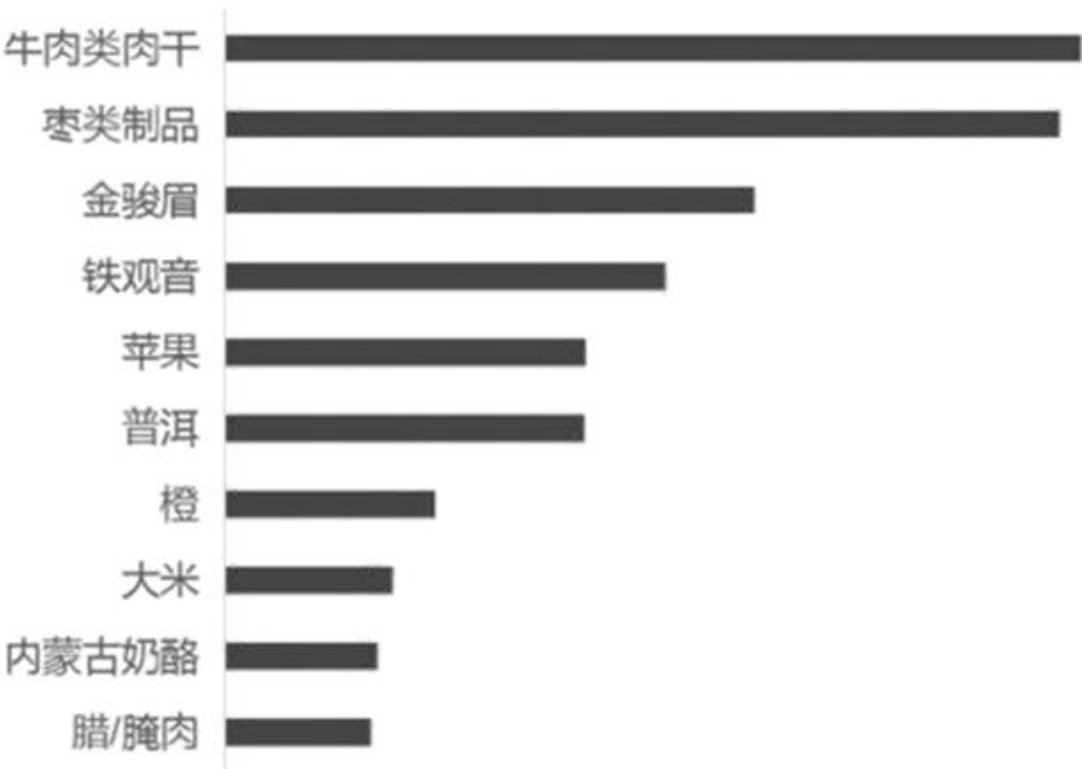


# Promotion of e-commerce channels further stimulate local special purchases for the Spring Festival

## 土特产年货的销售额占比



## 土特产年货的销售额占比



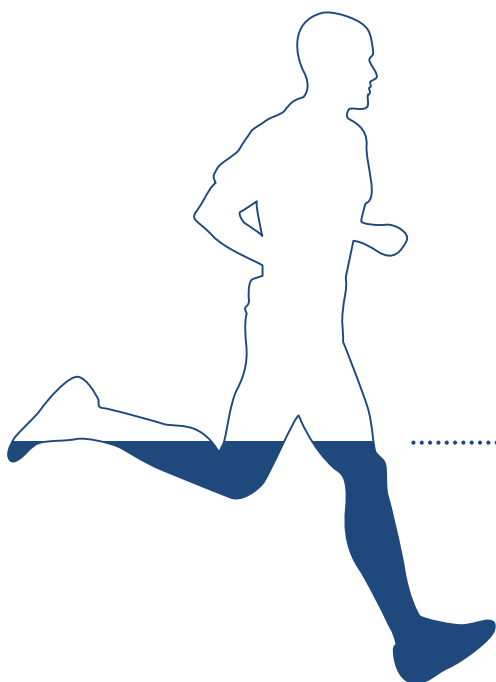
Source: Alibaba “Big Data Report on China’s New Year Stocking” 2016



# Energy Supplement



# The popularity of running and fitness sports stimulate the demand for functional drinks



34%

Of consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities say they **run** quite a lot



51%

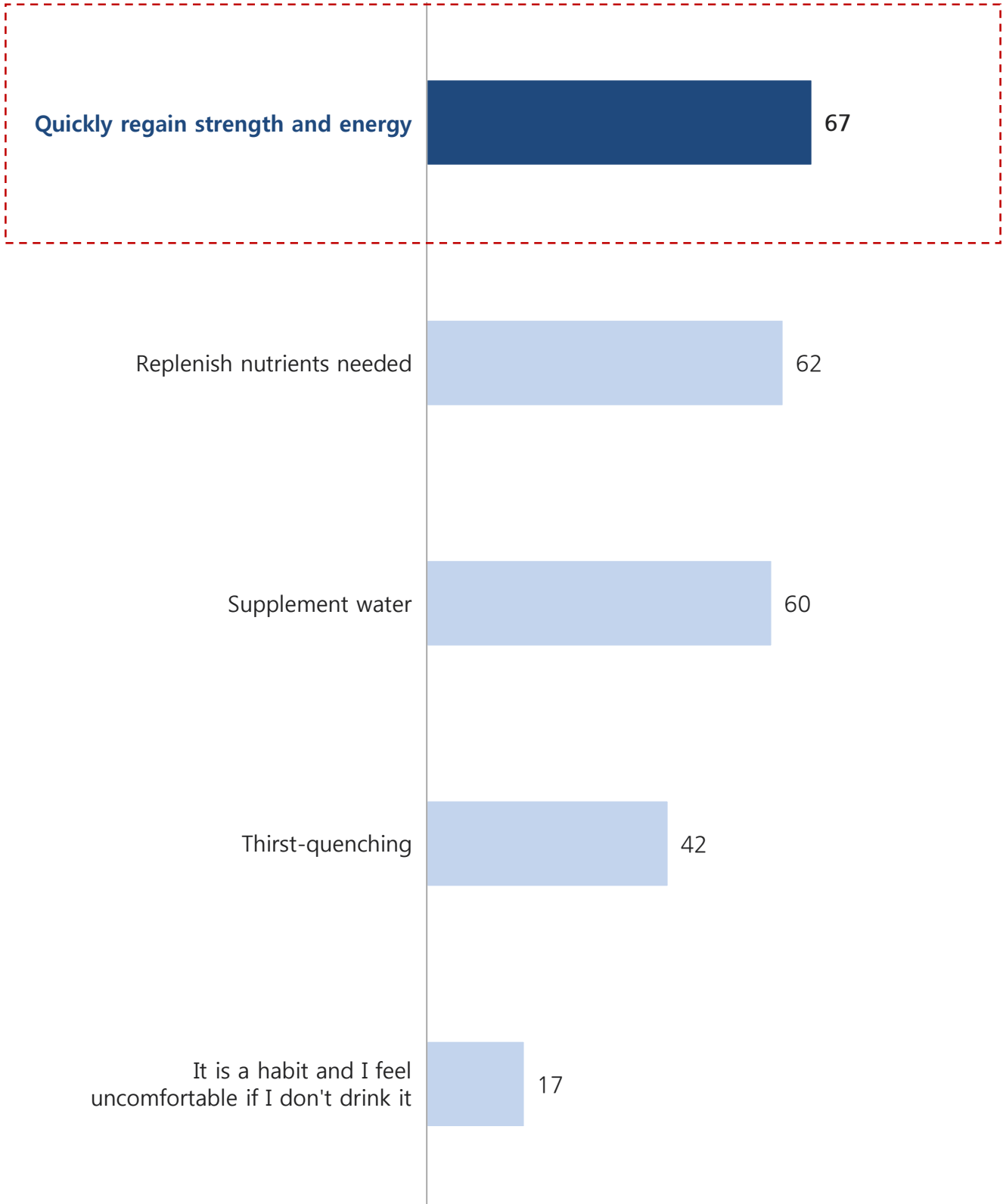
Of consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities say they **drink functional drinks** whenever/when they run

Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

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# Reasons to drink sports functional drinks



Base: Consumers from 1<sup>st</sup> and 2<sup>nd</sup>-tier cities

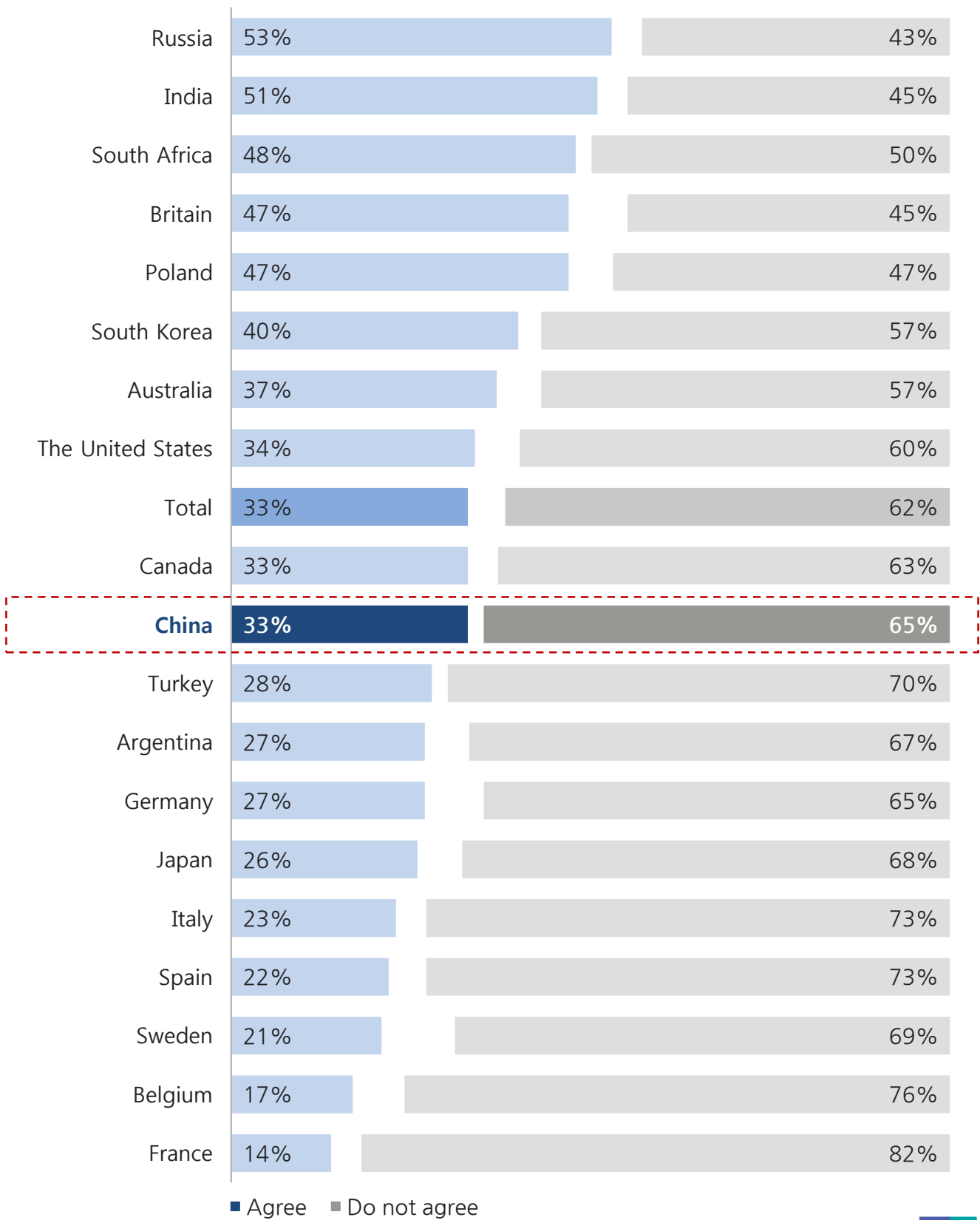


# Snacking





# Snacking has become a way of life



# Flavor snacks has gradually become a popular afternoon snack and meal replacement food

Consumption of snacks in the United States .....  
was **up from 2010 to 2014**

## • 2010



47%

2014

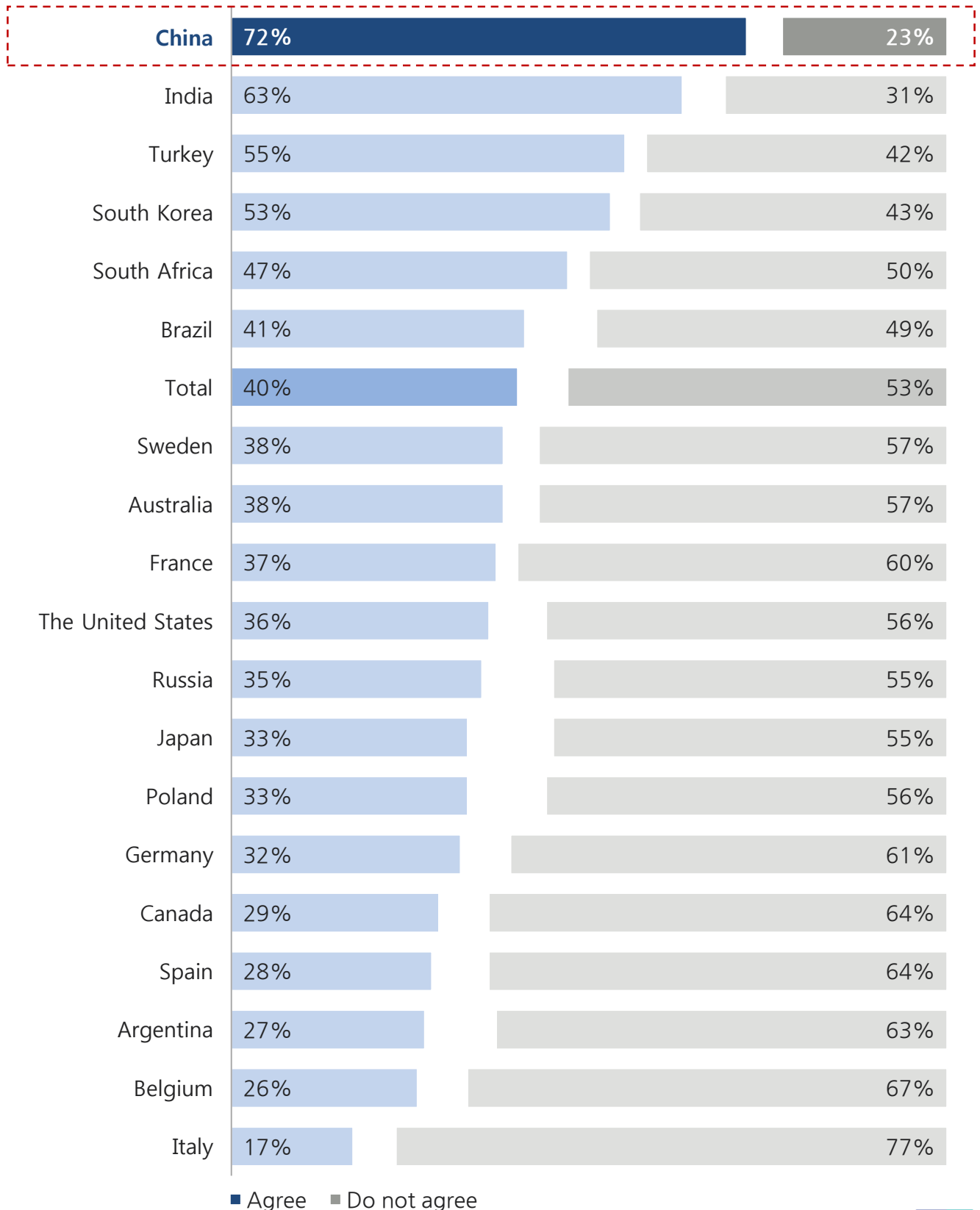




# Customisation



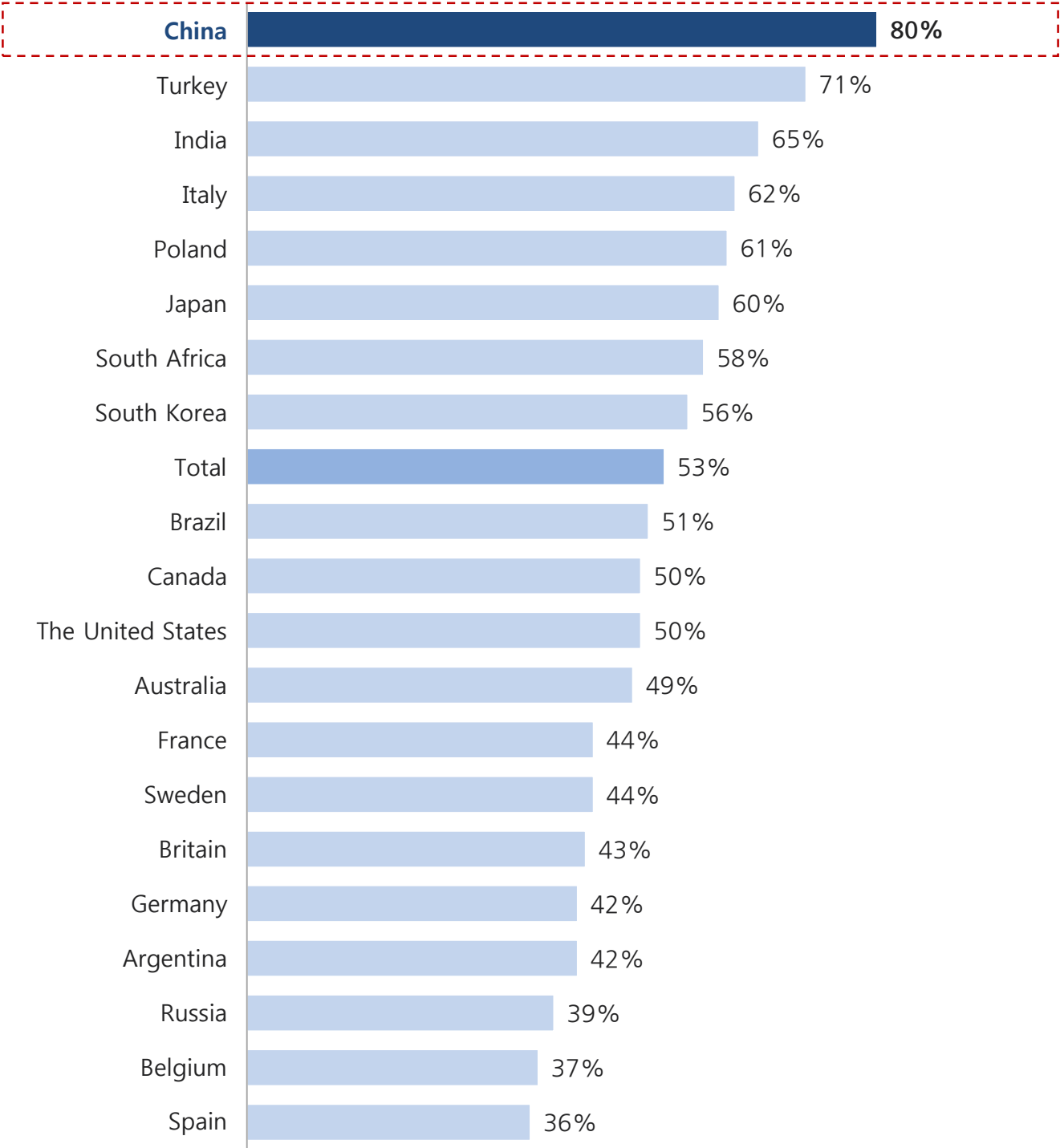
# More than anytime before do consumers expect to have foods as a self-expression



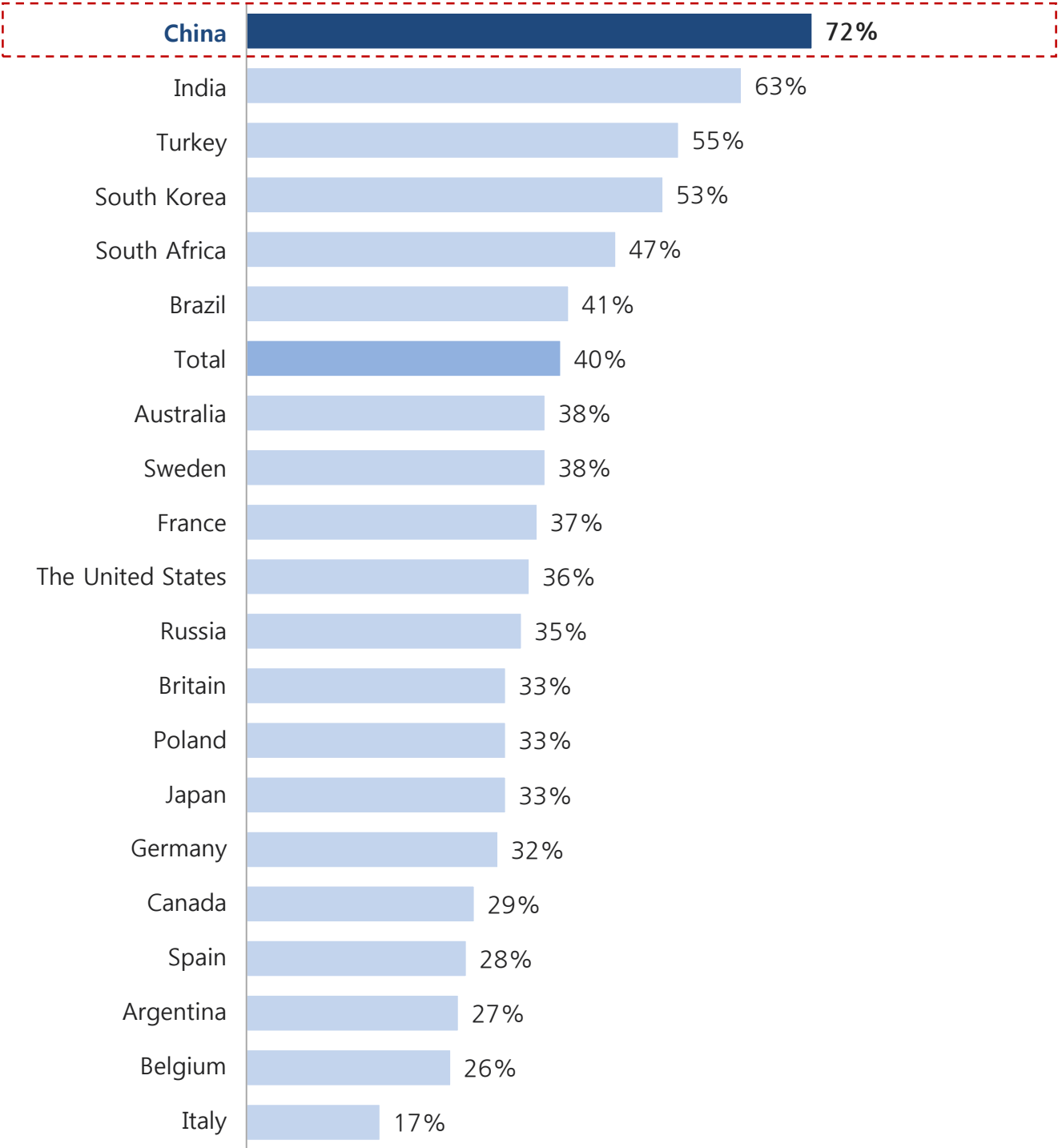


# Chinese consumers prefer customized food brands

I prefer to buy food that can reflect my personality



● I am willing to pay more  
for food brand image that attracts me



# Move consumers with customized brand image

*Chocomize*

01

Pick your chocolate shape

02

Choose your chocolate base

03

Add your toppings



# Pepsi Emoji theme expression package



# Thank You!

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