

HEALTHY TASTES: FIVE HONG KONG FOOD TRENDS

An Ipsos Webinar

23 July, 2021

GAME CHANGERS



Background

This webinar provides an overview of Healthy Food & Drink trends and signals on the horizon in Hong Kong.

Findings from this webinar rely on our proprietary Ipsos Community Panel SpeakEasy - an instant community tool used to generate interactive deep dives with local consumers - as well as data from global and local Ipsos surveys.

OUR PLATFORM INTERACTIVE AND CUSTOMIZABLE

Rich in multimedia and creative customization options, our communities allow for the development of an engaging environment unique to your brand, category or business objective.



OUR PRODUCT SUITE

MULTIPLE SOLUTIONS FOR MULTIPLE BUSINESS NEEDS

Our community solution comes in a wide variety of shapes and sizes to address diverse business needs – from longer term iterative projects to ad hoc, point-in-time engagements.



ONGOING

6+ months

500+ members

An ongoing community used to inform multiple business objectives, stakeholders and audiences over time



POP-UP

3 weeks - 5 months

300+ members

A short-term community focused on in-depth learning around a specific objective in a defined time frame



INSTANT

<3 weeks

50+ members

A point-in-time engagement leveraging existing communities managed by Ipsos or employing a custom recruit

A MORE SUSTAINABLE HONG KONG?

SUSTAINABLE DEVELOPMENT GOALS – TOP FIVE



- 1  **Zero hunger**
- 2  **No poverty**
- 3  **Good health and well-being**
- 4  **Clean water and sanitation**
- 5  **Decent work & economic growth**

Source: Global Study Average

- Zero hunger**  1
- Clean water and sanitation**  2
- Peace, justice & strong institutions**  3
- Good health and well-being**  4
- Sustainable cities and communities**  5





SUSTAINABLE PRIORITIES



60%

**purchased health products/
supplements in past month**

Source: Ipsos Hong Kong Tracker

FIVE HONG KONG FOOD TRENDS

TREND 1:

DIETARY MEASURES ON THE RISE



TRENDING DIETARY MEASURES



LOW CARB DIET



**INTERMITTENT FASTING
DIET**



VEGAN DIET



CHANGE DUE TO HEALTH AND ENVIRONMENTAL ISSUES



AS A HEALTH REGIMEN



I am getting old, it's important to emphasize a high fiber and low-fat diet and induce less pressure to my body and help me to get a clear mind.

32 y.o., F, Married with kids



FOR THE ENVIRONMENT

69% agreed that they will seek out products which are better for the environment.



TO SOOTHE EXISTING HEALTH PROBLEM



I picked up vegan diet occasionally after a serious illness and ate more veggie when I am in bad condition, so my body spend less energy to digest. I feel good physically and mentally after the new habit.

34 y.o., F, Married without kids

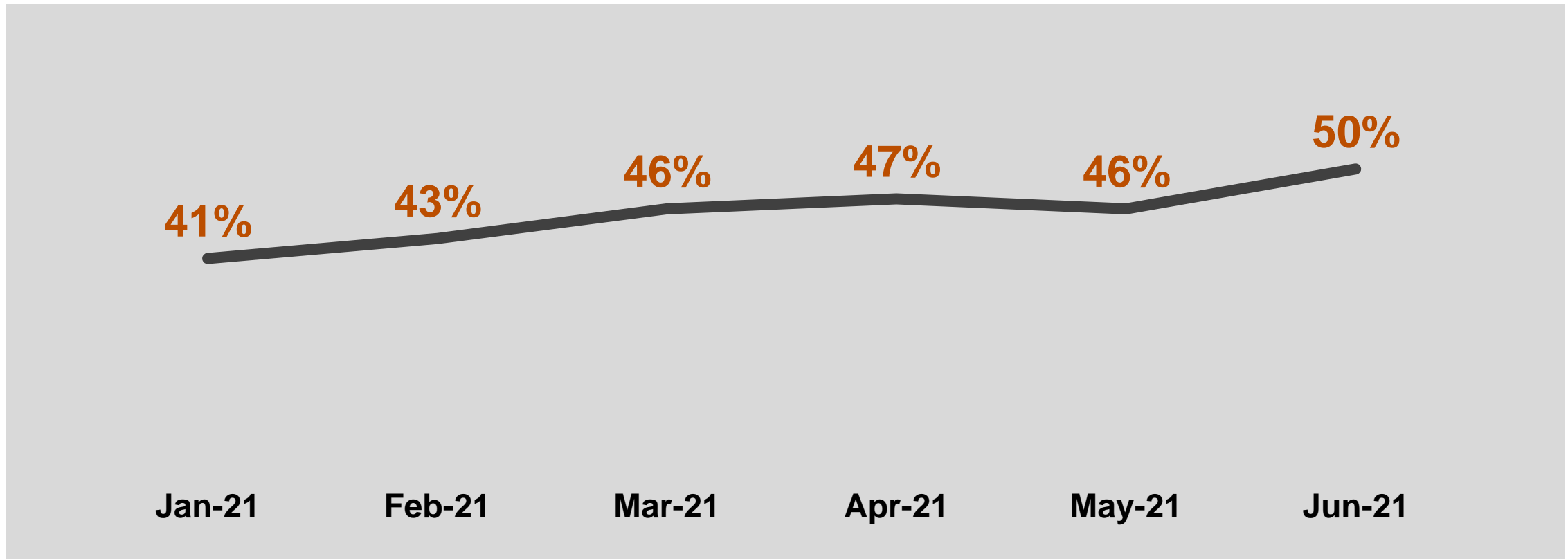
TREND 2:

MORE RIGOROUS INGREDIENTS SELECTION



HK CONSUMERS ARE BUYING HEALTHIER INGREDIENTS

Purchased organic products in the past 4 weeks



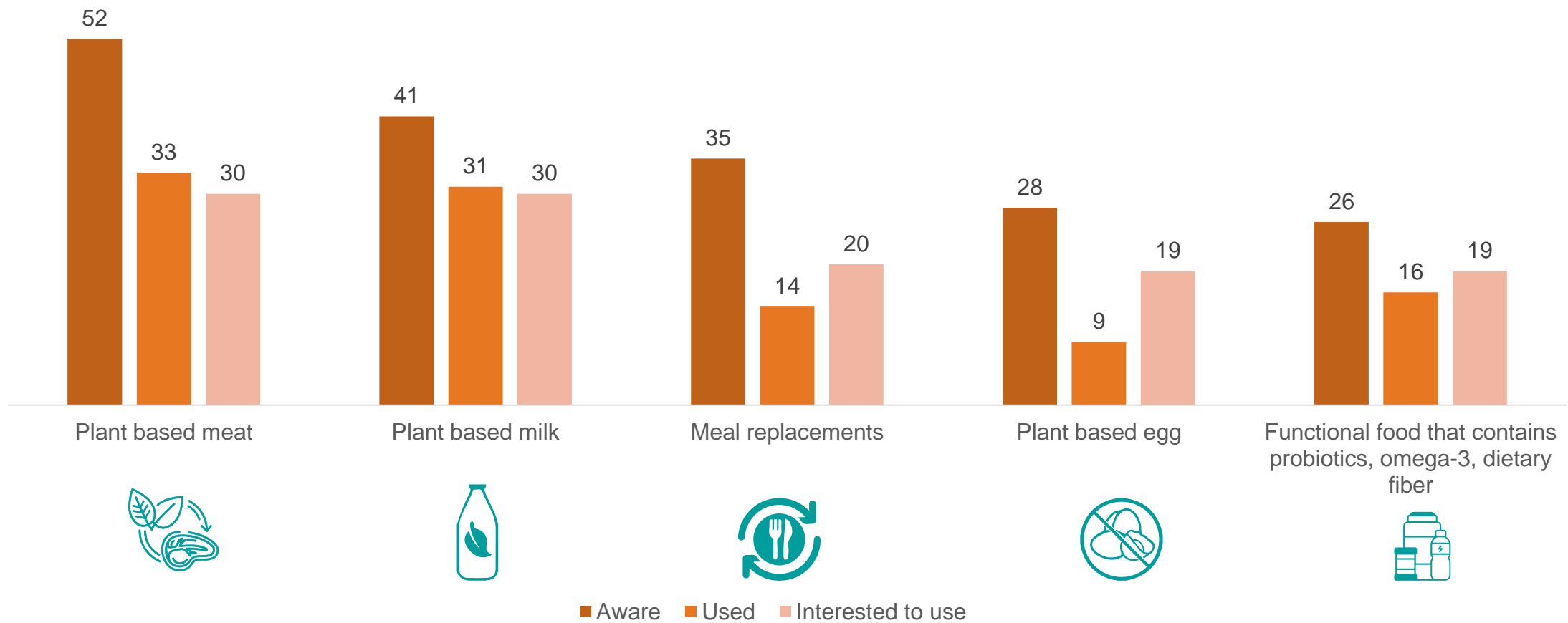
Source: HK COVID Tracker 2021 (Wave 10-18) – Q5

... AND GO BEYOND “NATURAL”



Oven-baked
Organic Local
No-growth-hormones
Preservative
Colorant Additive
Imported GMO
Unprocessed
Free range
Non-genetic

AWARENESS OF FOOD TECHNOLOGY PRODUCTS HAS GRADUALLY CONVERTED INTO USAGE



CONSCIOUS DECISIONS



*I'd like to try in order to contribute more on environmental protection, these food technology product **eliminate killings**, **reduce CO2 emissions** and ultimately **resulting less suffering to the animals**.*

26 y.o., F, Single



***Population expansion, shrinkage of arable land, climate changes**, etc. may cause food shortages! The above-mentioned technology food brings a revolution to the category, and I believe they would become mainstream in the future.*

36 y.o., M, Married with kids



*We don't believe in either/or. While selecting the plant-based products, I will **not compromise on taste**. I do hope they would exceed my expectations and delivers great quality, clean ingredients, and most importantly – great taste.*

34 y.o., F, Married with kids



TREND 3:

SUGAR REDUCTION





REDUCE SUGAR INTAKE



61% tried to
maintain body weight and
energy level by taking less
sugar

Source: Global Study Average – Future of fat

THREE CONSUMER CHALLENGES



INTENTION-BEHAVIOR GAP

- Fail to give up sweet
- Tendency to be influenced by others
- Hard to give up



OPTIMISM BIAS



I am not paying much attention to sugar intake (as I am still young).

22 y.o., M, Single



AWARENESS ON SUGAR CONTENT



I can only tell the sweetness level by experience. I feel good as long as the product/ dish is claimed to be low sugar.

27 y.o., F, Single

SUGAR: WHAT NEXT?



RE-FORMULATION

Keen to adopt in low-sugar,
low-fat product



PORTION SIZE

Not willing to trade of
quality and indulgence

A nutrition label with a black border. The title is "Nutrition Information 營養資料". Below the title, it says "Per 100g/ 每100克". The label lists the following information:

Energy/ 能量	436kcal/ 千卡 (1831kJ/ 千焦)
Protein/ 蛋白質	11g/ 克
Total fat/ 總脂肪	16g/ 克
- Saturated fat/ 飽和脂肪	7g/ 克
- Trans fat/ 反式脂肪	0g/ 克
Carbohydrates/ 碳水化合物	62g/ 克
- Sugars/ 糖	2g/ 克
	730mg/ 毫克

LABELLING

Simple and intuitive
are the key

TREND 4:

THE NEW HOME CHEF



COOKING IS INCREASINGLY PERCEIVED AS A HOBBY, NOT AS A CHORE

Cooking as a hobby

Consumer to foodie

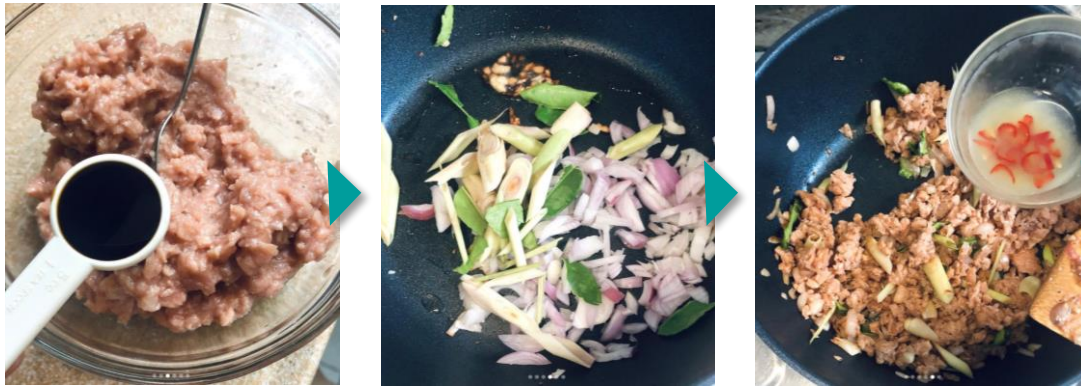
Honing culinary skills

**More premium on ingredient
choice & keen to equip with
different cookware**



COMMUNITY CHALLENGE! LETTUCE WRAPS

Directions:



The Omnipork smells good, and it has a special aroma & taste in mouth. However, the texture is different from the real meat which I am not very used to it. I might need to add less seasoning next time, since the Omnipork seems to be seasoned.

25 y.o., F, Married with kids



Ingredients:

- Omnipork
- Lettuce
- Lemongrass
- Shallots
- Red pepper
- Lime
- Garlic
- Lemon leaves

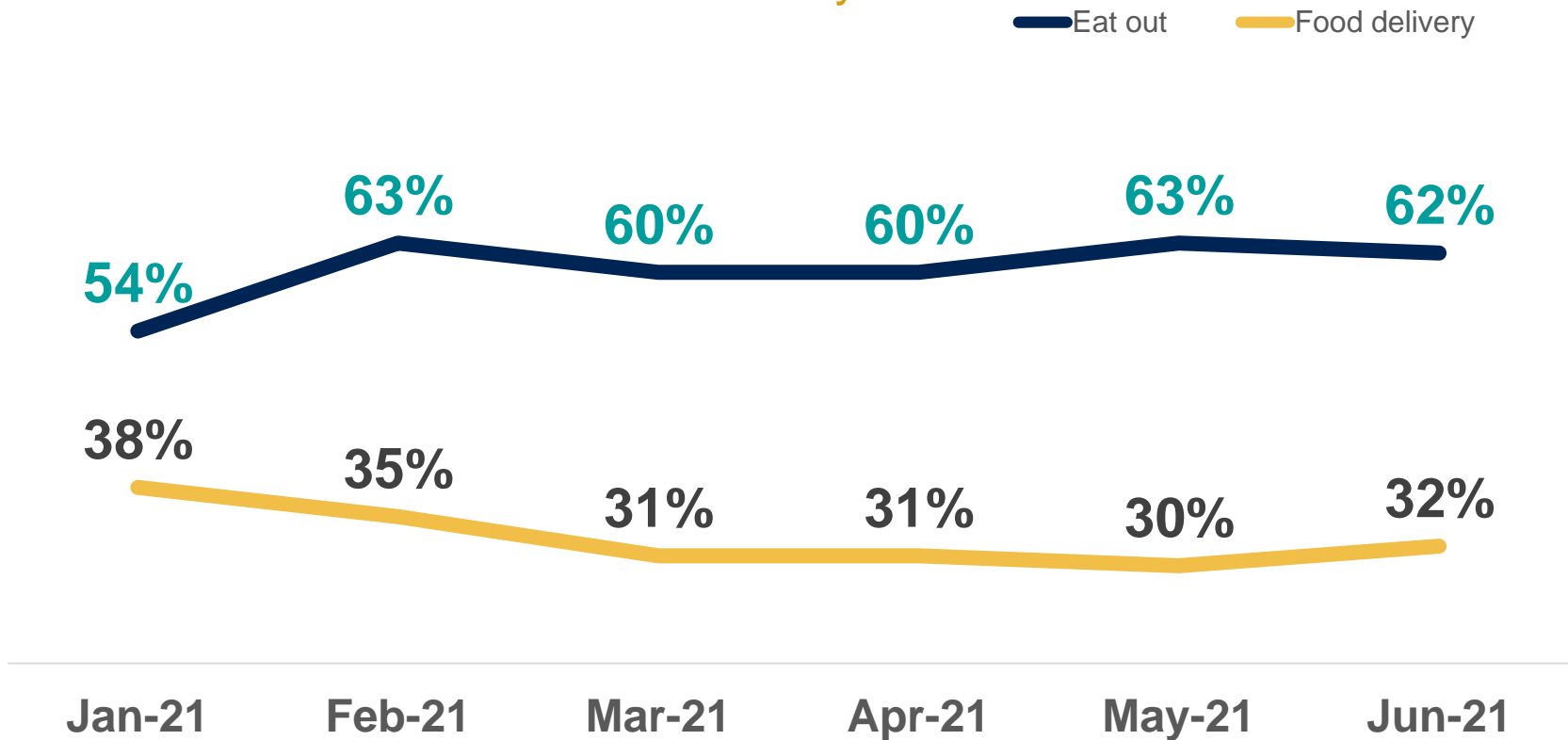
TREND 5:

EATING AND DRINKING OUT-OF-HOME



THE OTHER SIDE OF THE COIN

Eaten out at a restaurant vs. food delivery



Time is limited. I am terrified of planning for meals everyday
34 y.o., F, Married with kids

I lack the skills to cook for a proper meal for the family.
28 y.o., M, Single

Source: HK COVID Tracker 2021 (Wave 10-18) – Q5



TAKE AWAY

HOW TO ENHANCE YOUR CUSTOMERS' EXPERIENCE



PERSONALISATION



**IMPROVE
ACCESSIBILITY**



**STRESS ON HEALTH
& WELLBEING**



THANK YOU

GAME CHANGERS

