



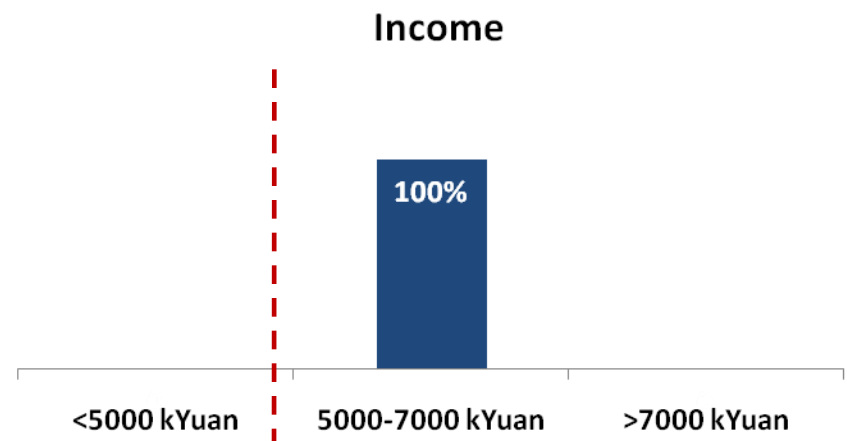
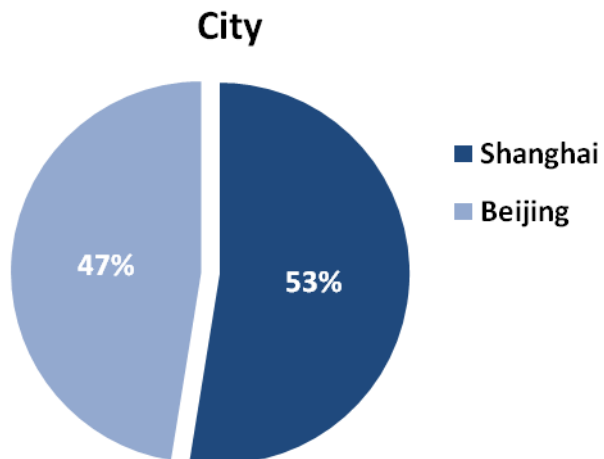
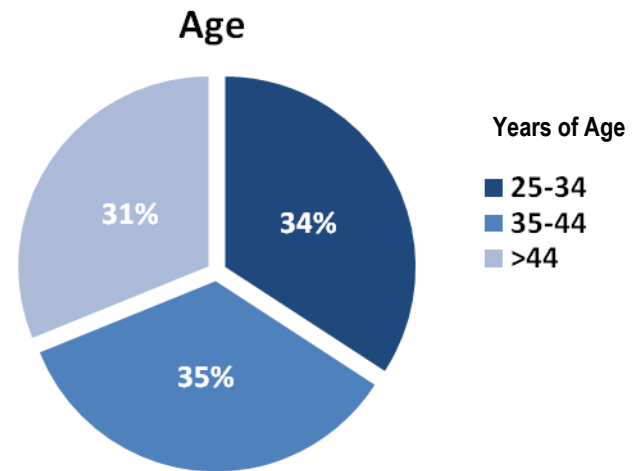
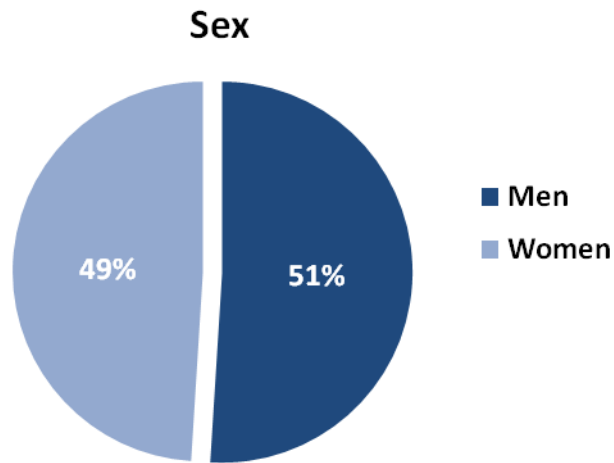
## IMPORTED FOOD IN CHINA

SURVEY RESULTS  
2015



# Panel Description

*Sex, Age, Income, City – Total Respondents – 196*

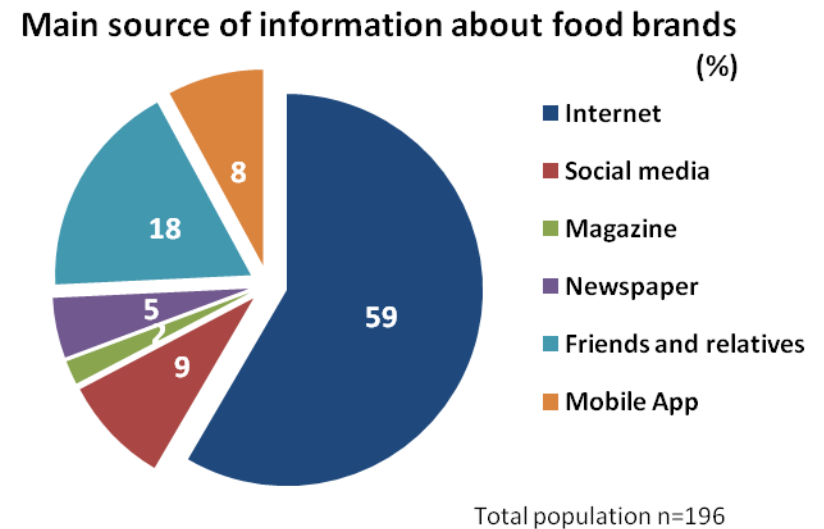
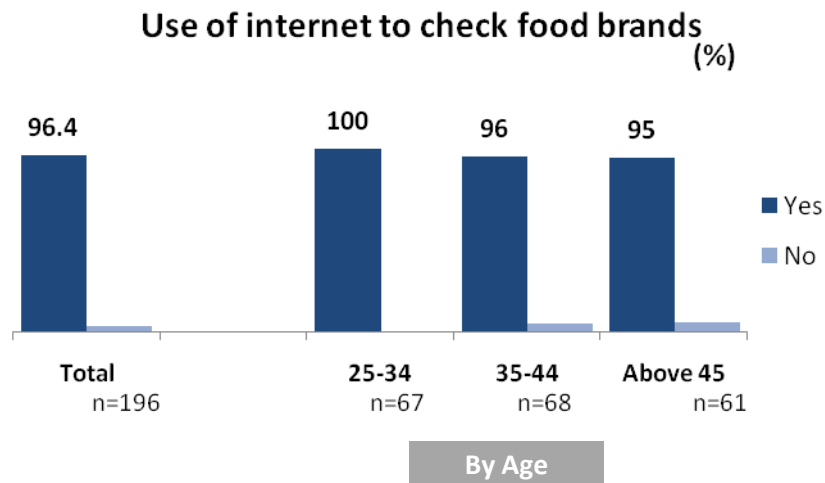


Average income in China: 4700 kYuan



# Internet usage

*Internet is the main source of information*

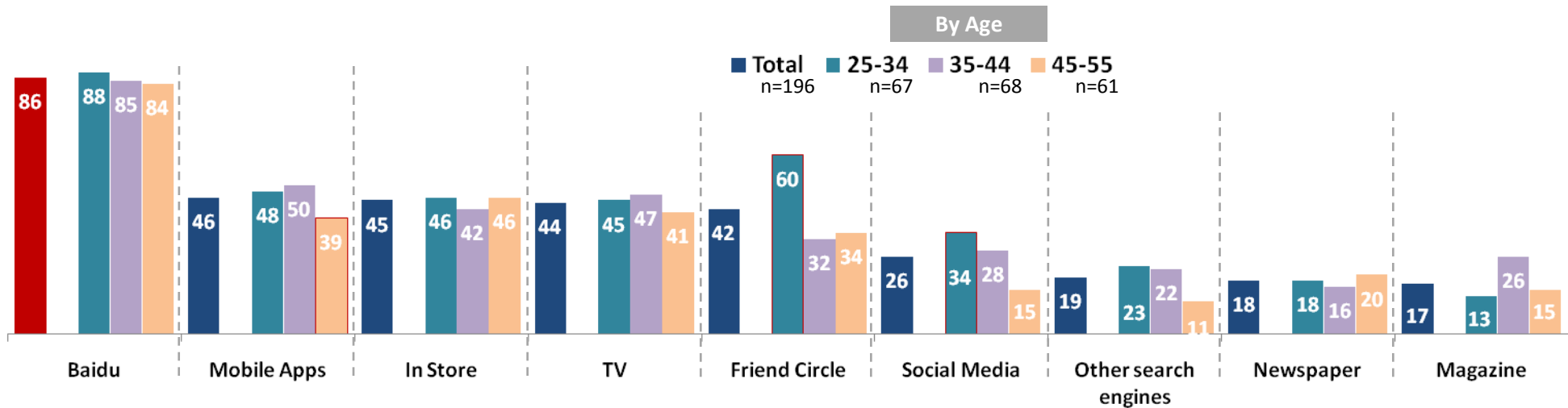


- **Almost all respondents use the internet to check food brands**
- 100% of respondents between 25 and 34 years old check online
- **Baidu is the main source of information for nearly 2 third of respondents**
- Friends and relatives circles is the second main source of information and seems to be the only alternative to online sources (Search Engine, Mobile Apps and social media)

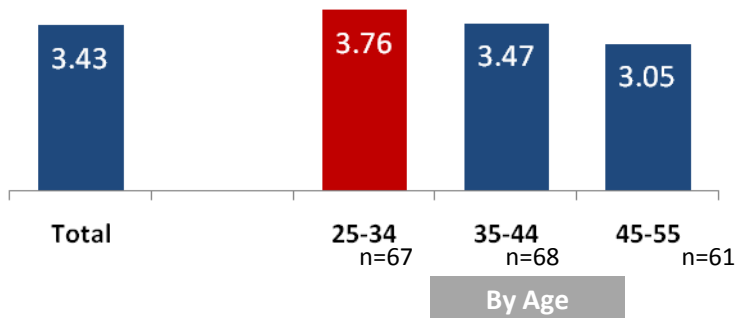


# Channels used to check food brand information

*Young people are more active to check food brands' reputation*



Number of different sources of information  
(Average)



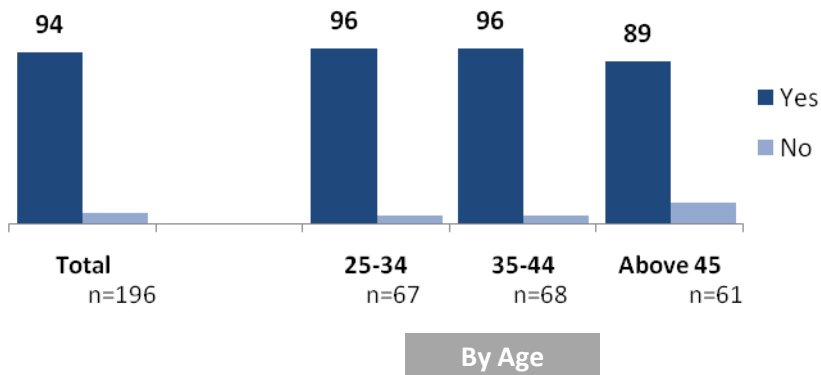
- **Baidu is used as a source of information by almost 9 out of 10 respondents**
- 19% of our panel of respondents use other search engines (Google China, Sougou) as a source of information for food brands.
- **Mobile apps should still be considered to provide information about a brand** as 46% of respondents use them to check brands. However, it is **still a complementary source** (main source for less than 1 out of 10 respondents).
- Paper media are less used, less than 1 respondent in 5 use magazines for checking information. Same for newspaper.
- Respondents use in average 3.43 different sources of information. Younger people tend to use more sources to check food brands
- **Younger respondents are more likely using others' feedback to check food brands (Friend circle and social media).**



# Online purchase

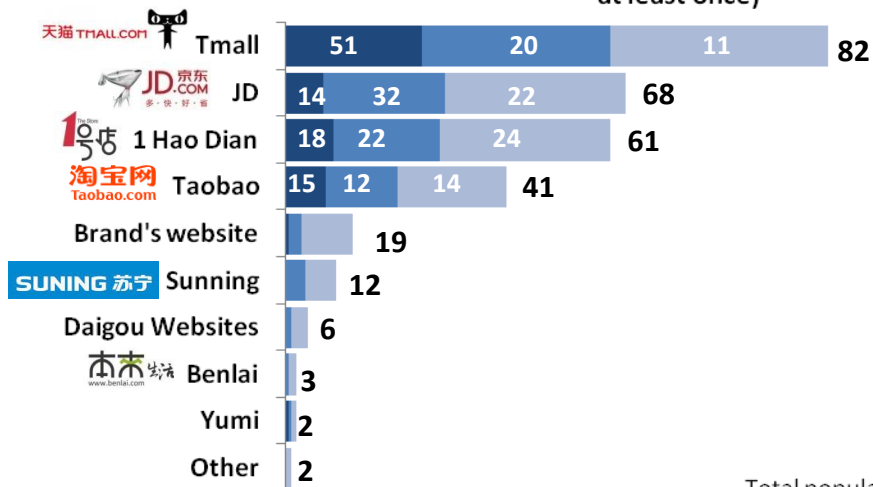
*Trust in ecommerce platforms is high and online purchases are now common*

Purchase of food online (%)



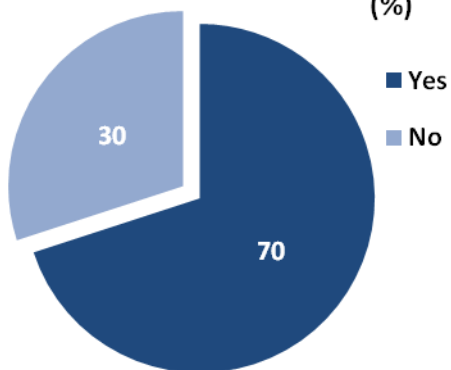
Online platforms used to buy food

(%, ranking from 1 to 3 + mentioned at least once)

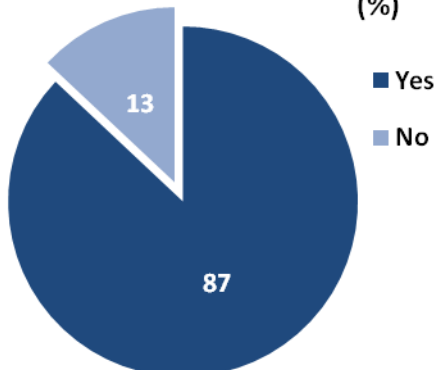


Total population n=196

Purchase of Wine online (%)



Trust toward Ecommerce platforms (%)



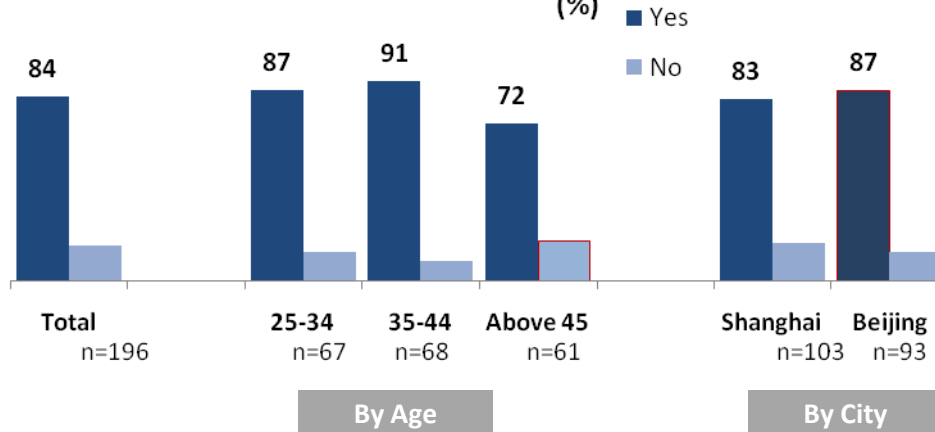
- While 96% of young respondents claim to buy food online, less than 90% of older respondents do so.
- While it is less common than food, **more than two-thirds of respondents have already bought wine online.**
- **Nearly 9 out of 10 respondents trust food safety purchased on ecommerce platforms**, without significant difference between ages.
- **Tmall is the most used platform, ahead of 1 Hao Dian and JD.com.** More than half of respondents use it as main platform of food purchase
- JD.com and 1 Hao Dian are used to buy food by nearly 2 third of respondents each, **but mainly as a complementary platform** (2<sup>nd</sup> and 3<sup>rd</sup> place)
- 9 out of 12 respondents who claim not buying food online said not trusting ecommerce platform



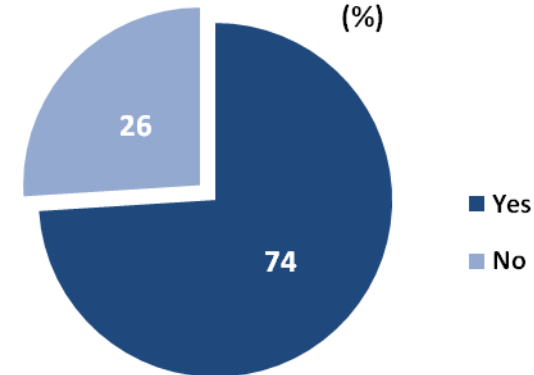
# Imported food purchases

*Imported food is now very common, especially among the young generation*

Purchase of imported food (%)



Buy imported food as a gift (%)



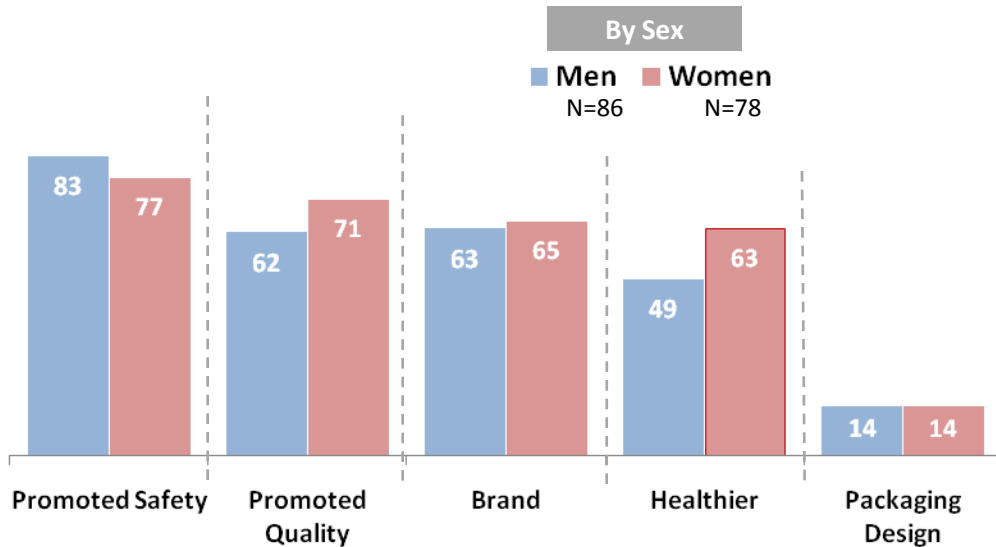
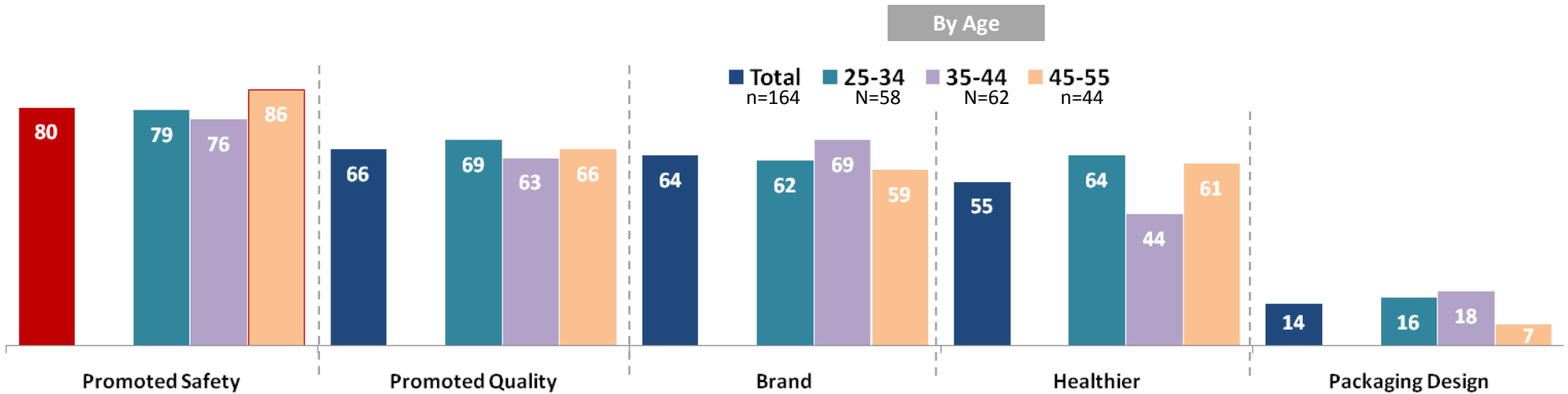
Respondents buying imported food n=164

- **More than 85% of respondents buy imported food.** Beijing buys slightly more often than Shanghai
- **The trend of buying imported food is significantly related to the age of the respondent.** While 91% of people between 35 and 44 buy imported food, less than 75% of respondents above 45 do so.
- People like to buy imported food as a gift – Nearly 3 in 4 respondents buy imported food to give as a gift.



# Criteria for buying imported food

*People are mostly impacted by safety message of imported food*



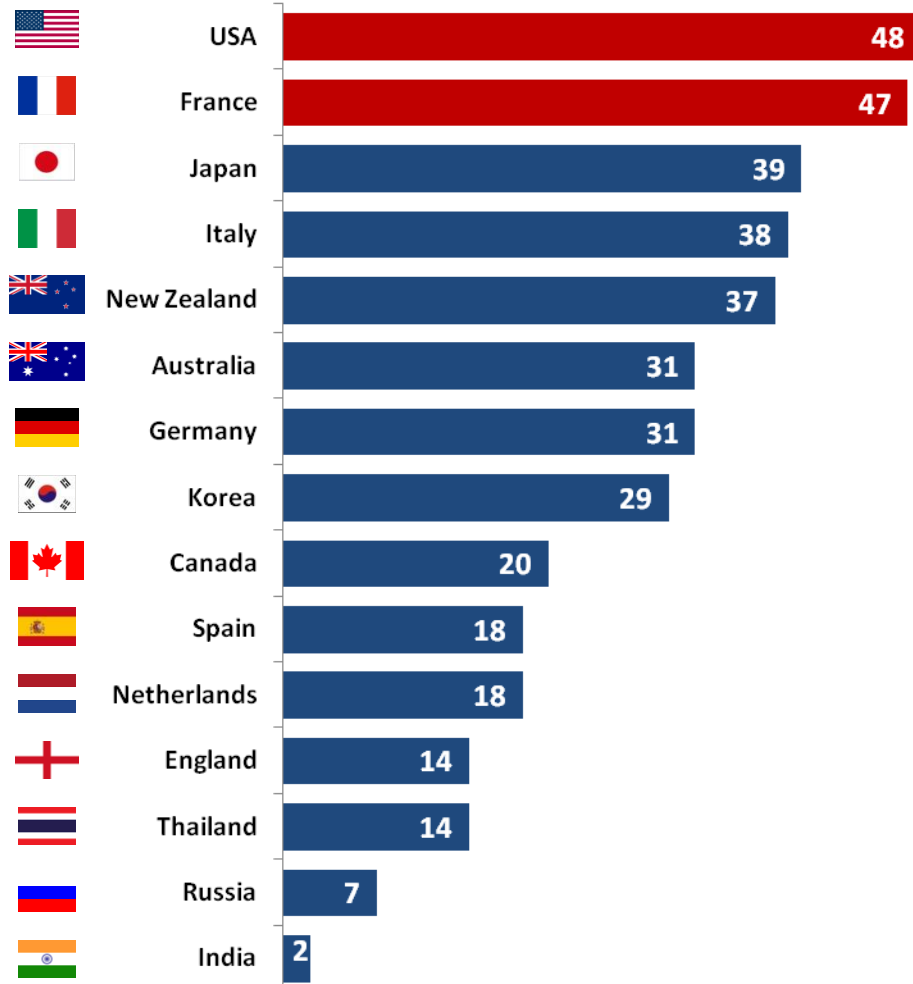
- **8 respondents out of 10 who buy imported food are greatly influenced by messaging promoting the safety of the product.** It is especially true for the oldest respondents.
- Quality is the second best argument for imported food, especially for Women and the youngest respondents.
- While 2 respondents out of 3 who buy imported food are impacted by the brand, less than 15% claim to be impacted by the packaging design. Once again, when it comes to the oldest targeted population, the figure is divided by 2.
- **Women are significantly more receptive to Healthy message than men when it comes to imported food.**



# Imported food purchase

*Most popular imported products are snacks and dairy food*

Favorite country for imported food (%)



Respondents buying imported food n=164

Preferred kind of imported food to buy (%)



Respondents buying imported food n=164

- **France and USA are the 2 countries with the best reputation for exported food.**
- England is tied with Thailand, and India rates the lowest in Chinese consumer preferences.
- **Dairy product and snacks are the 2 kind of imported products the most purchased.** More than half of respondents who buy imported food buy at least one of these 2 items
- Raw products (cereal, fruits & vegetables, oil) and frozen products are less popular



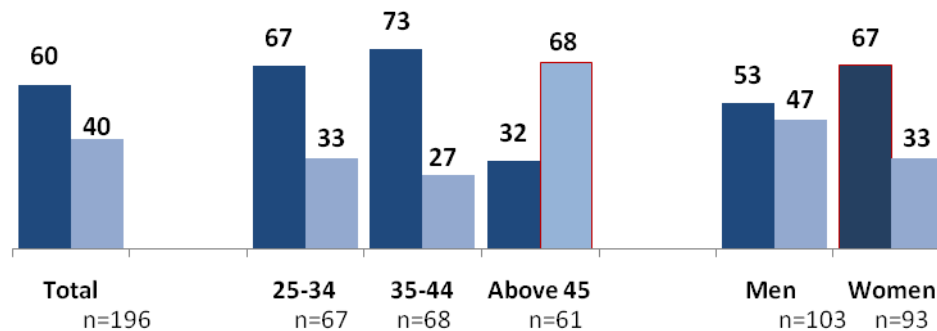


# Imported food purchase

*Consumers start buying online primarily because of relatives' recommendations*

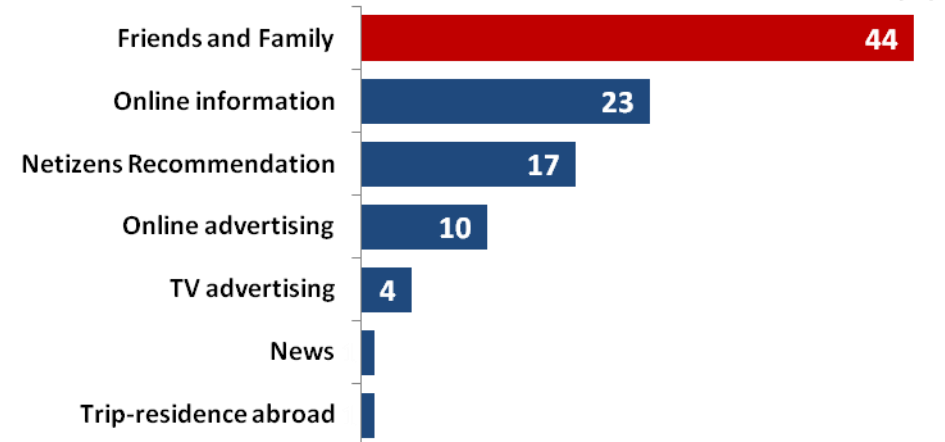
Purchase of imported food (%)

■ Yes ■ No



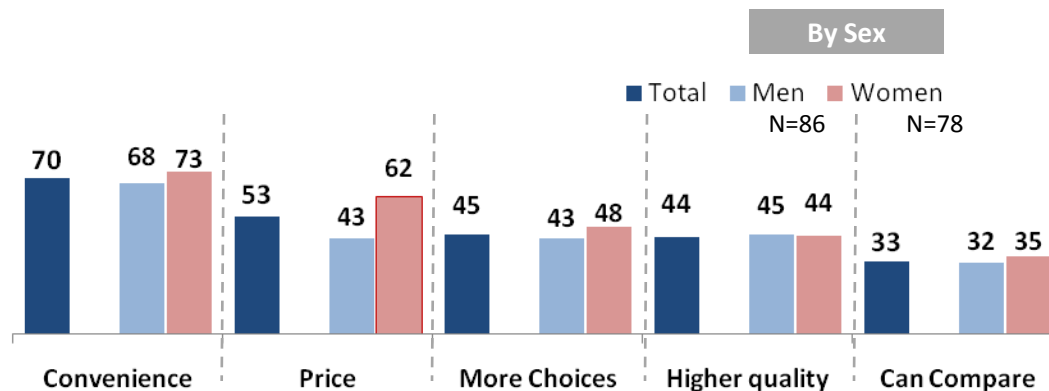
Respondents buying imported food n=164

First recommendation to buy imported food online (%)



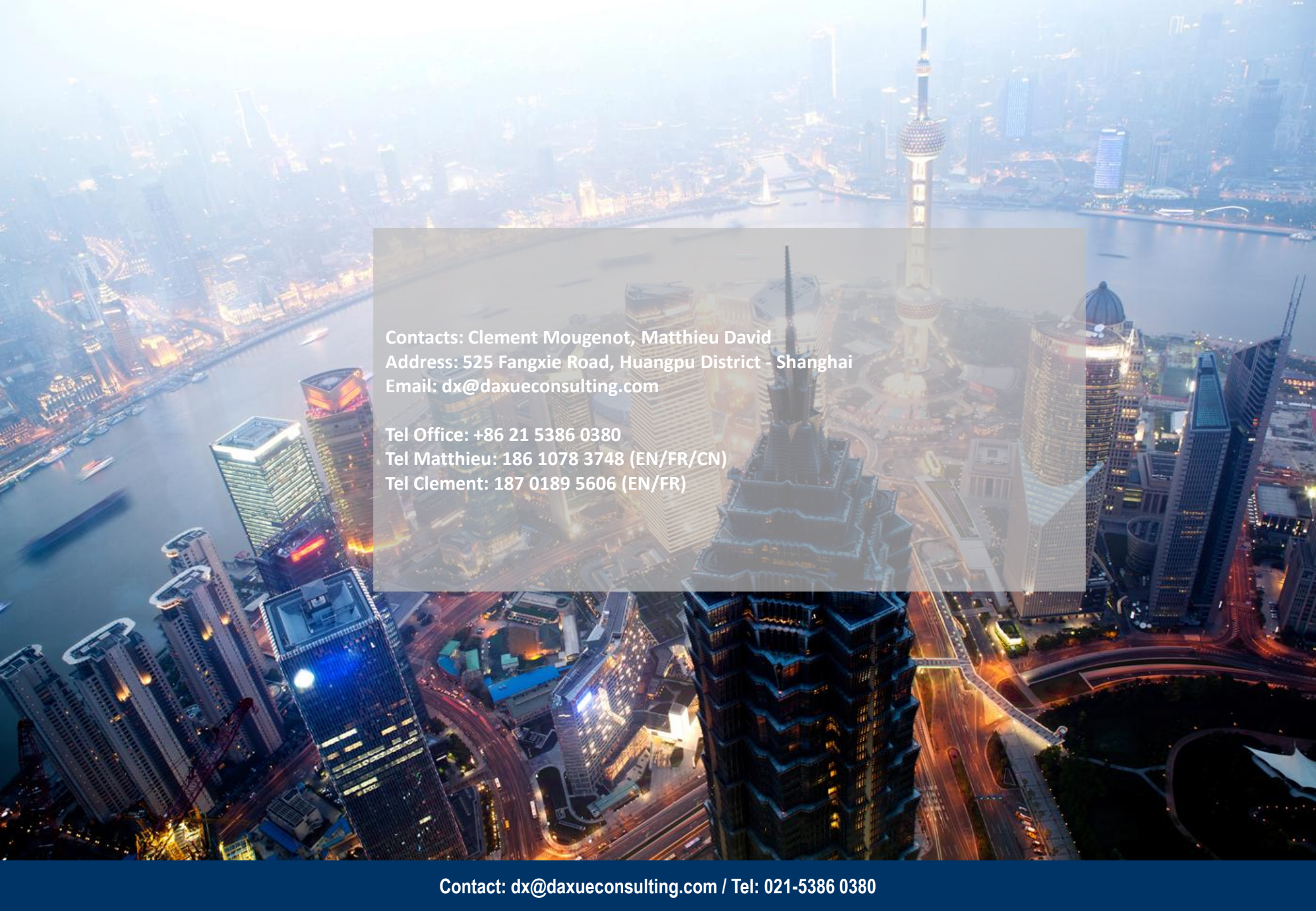
Respondents buying imported food online n=98

Reason to buy imported food online (%)



Respondents buying imported food online n=98

- **60% of respondents who buy imported food do so online** (50% of total population).
- However, respondents above 45 who buy imported food are less than one third to do so online. **The trend is changing with the new generation of buyers** as more than 2 third of people under 44 purchasing imported food do so online.
- **Women are most likely to buy imported food online and are significantly more sensitive to the opportunity to find lower price online** when buying imported food
- 1 out of 2 respondents who buy imported food online started because of relatives (Friends or Family) recommendations. 1 out 3 respondents because of Online information (from social media or Information website)



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