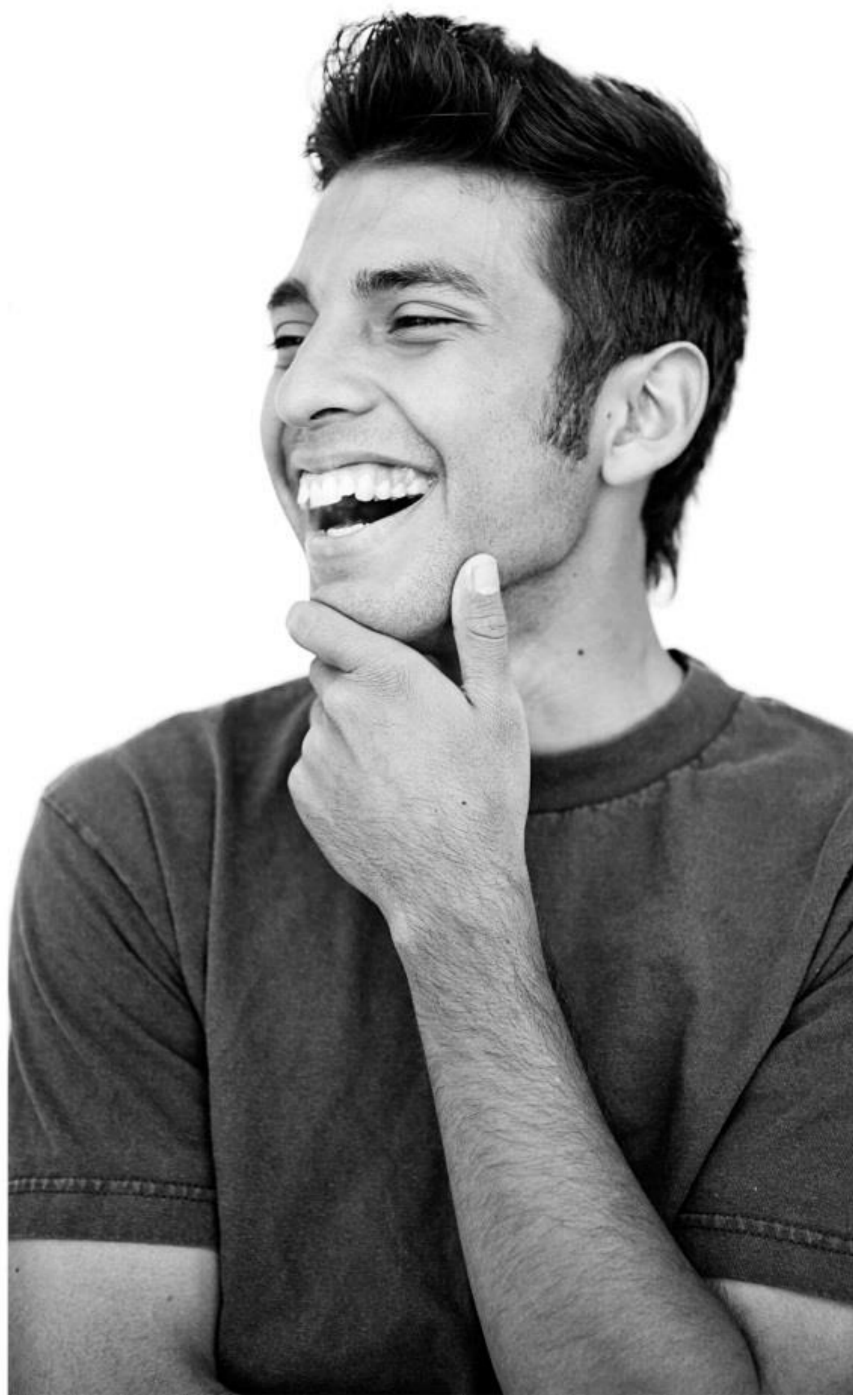


SIAL Paris
INSPIRE FOOD BUSINESS

nielsen
.....



CHINA





CHINA

IDENTITY CARD



SURFACE

9 562 911 KM²



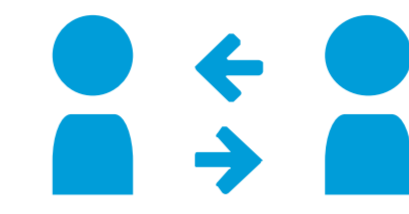
POPULATION

1,371,220,000



CAPITAL

PÉKIN



LANGUAGE

MANDARIN CHINESE



RELIGION

Généralement athées (bouddhisme, taoïsme, confucianisme)

GDP PER CAPITA (USD) 7,925 €

TOP 3 EXPORT JAPAN, HONG-KONG, USA

TOP 3 IMPORT BRAZIL, USA, CANADA

CURRENCY YUAN

GROCERY SHOPPING

43%

ENJOY SHOPPING FOR GROCERIES

FMCG VALUE SALES TREND



2.0%

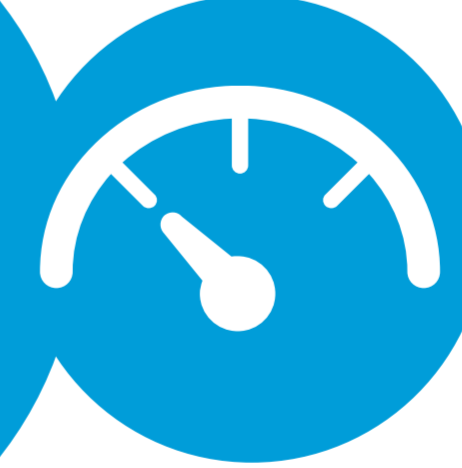


CONFIDENCE INDEX

CONSUMER CONFIDENCE INDEX



106%



59%

THINK THE STATE OF THEIR OWN PERSONAL FINANCES IN THE NEXT 12 MONTHS WILL BE GOOD OR EXCELLENT

COMPARED TO THIS TIME LAST YEAR...

58%

HAVE CHANGED THEIR SPENDING TO SAVE ON HOUSEHOLD EXPENSES

21%

HAVE SWITCHED TO CHEAPER GROCERY BRANDS

27%

HAVE CUT DOWN ON TAKE-AWAY MEALS

20%

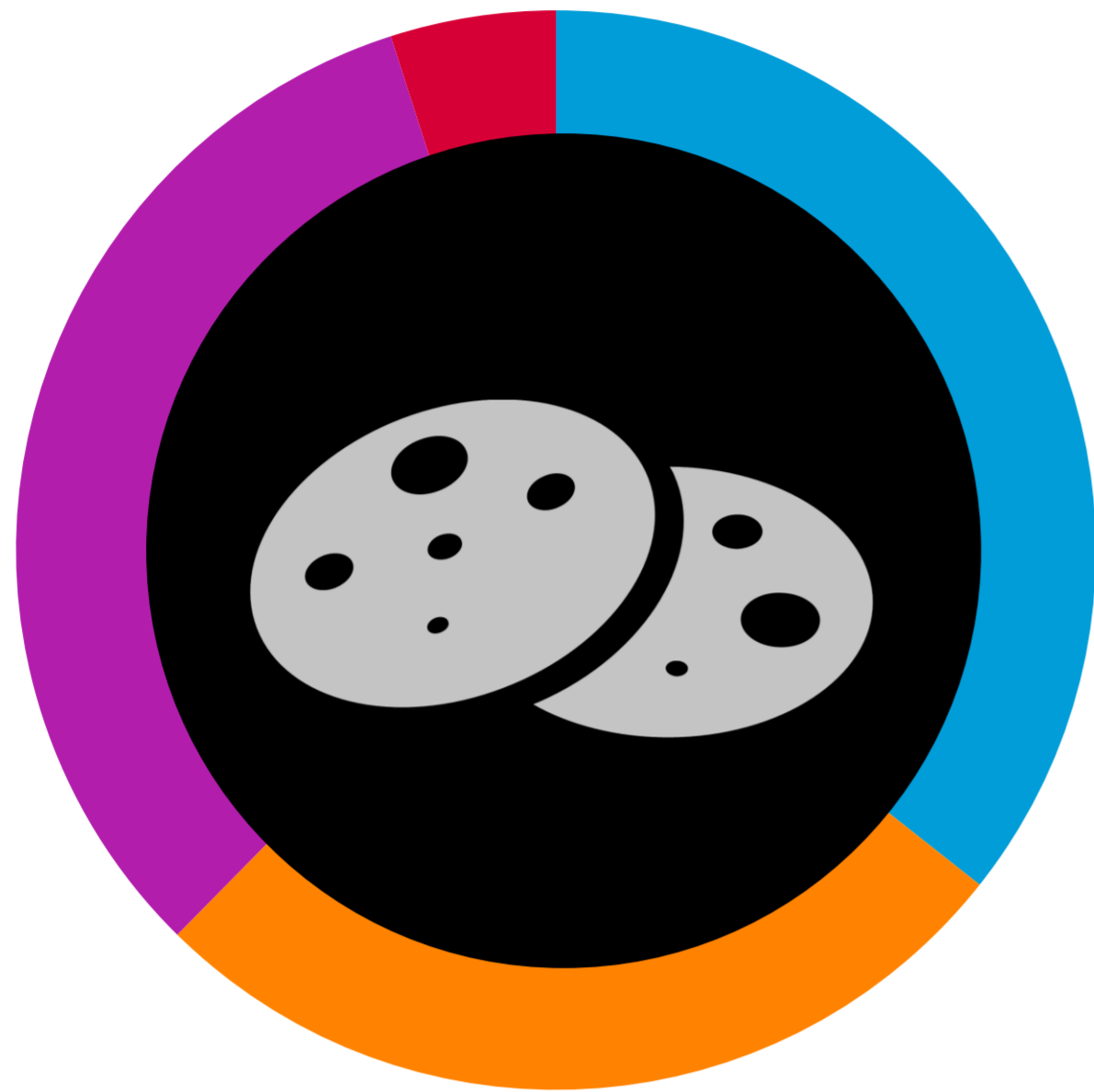
HAVE CUT DOWN ON OR BUY CHEAPER BRANDS OF ALCOHOL



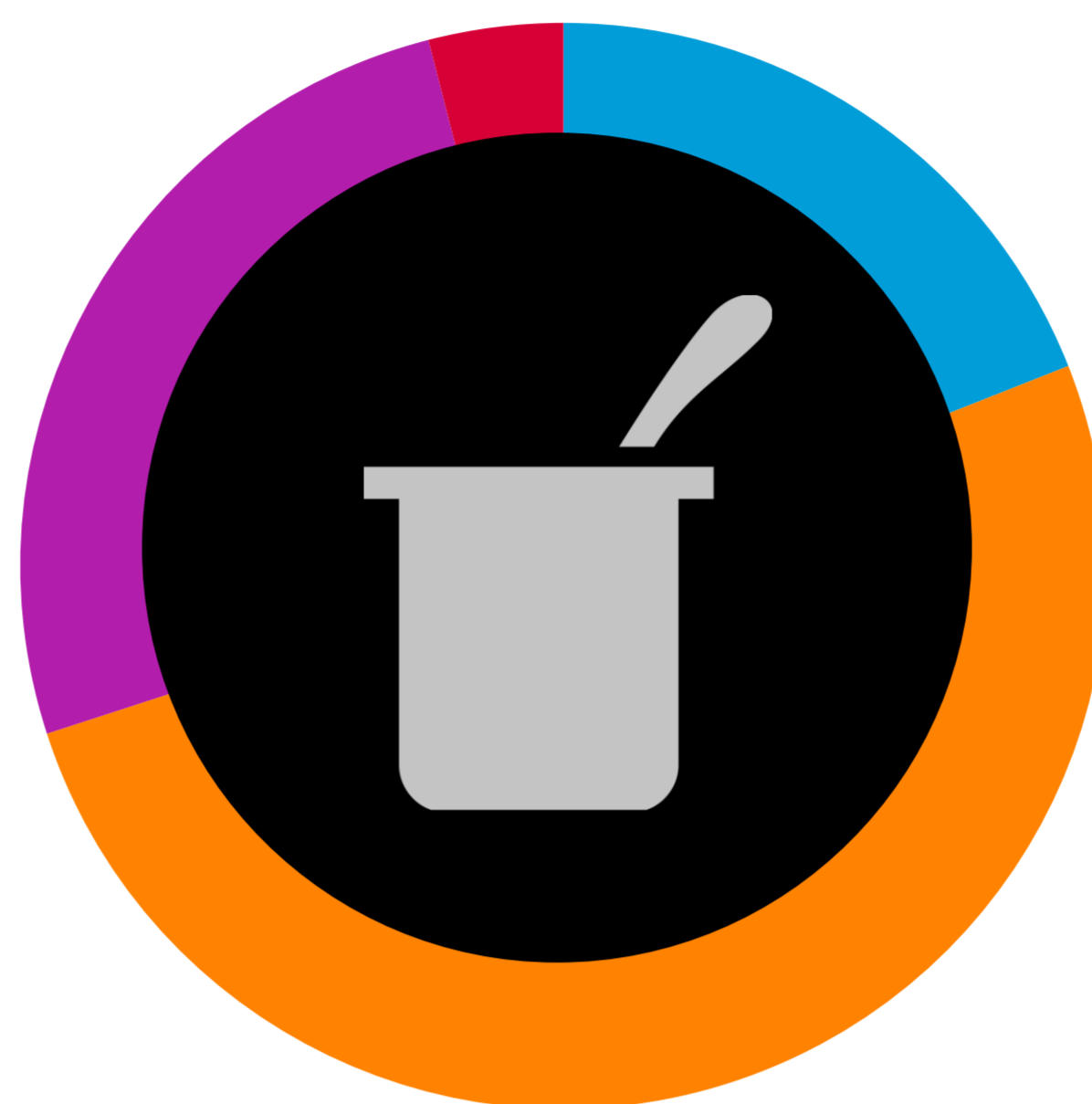
CHINA

BRAND ORIGIN PREFERENCES

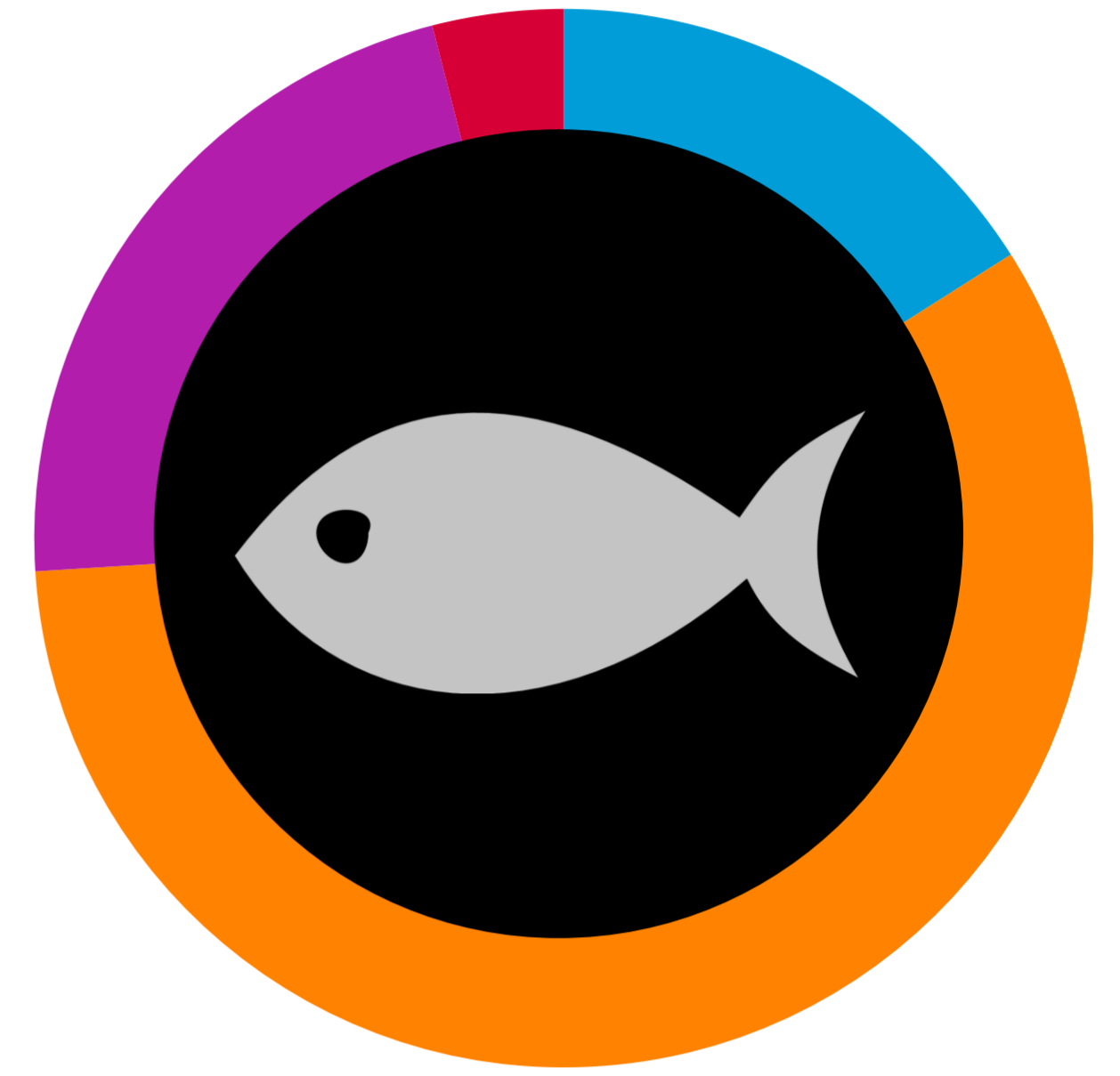
COOKIES/BI
SCUITS



YOGHURTS



SEAFOOD



■ Prefer Global Brands
■ Not important

■ Prefer Local Brands
■ I don't buy this category

FOOD INGREDIENTS



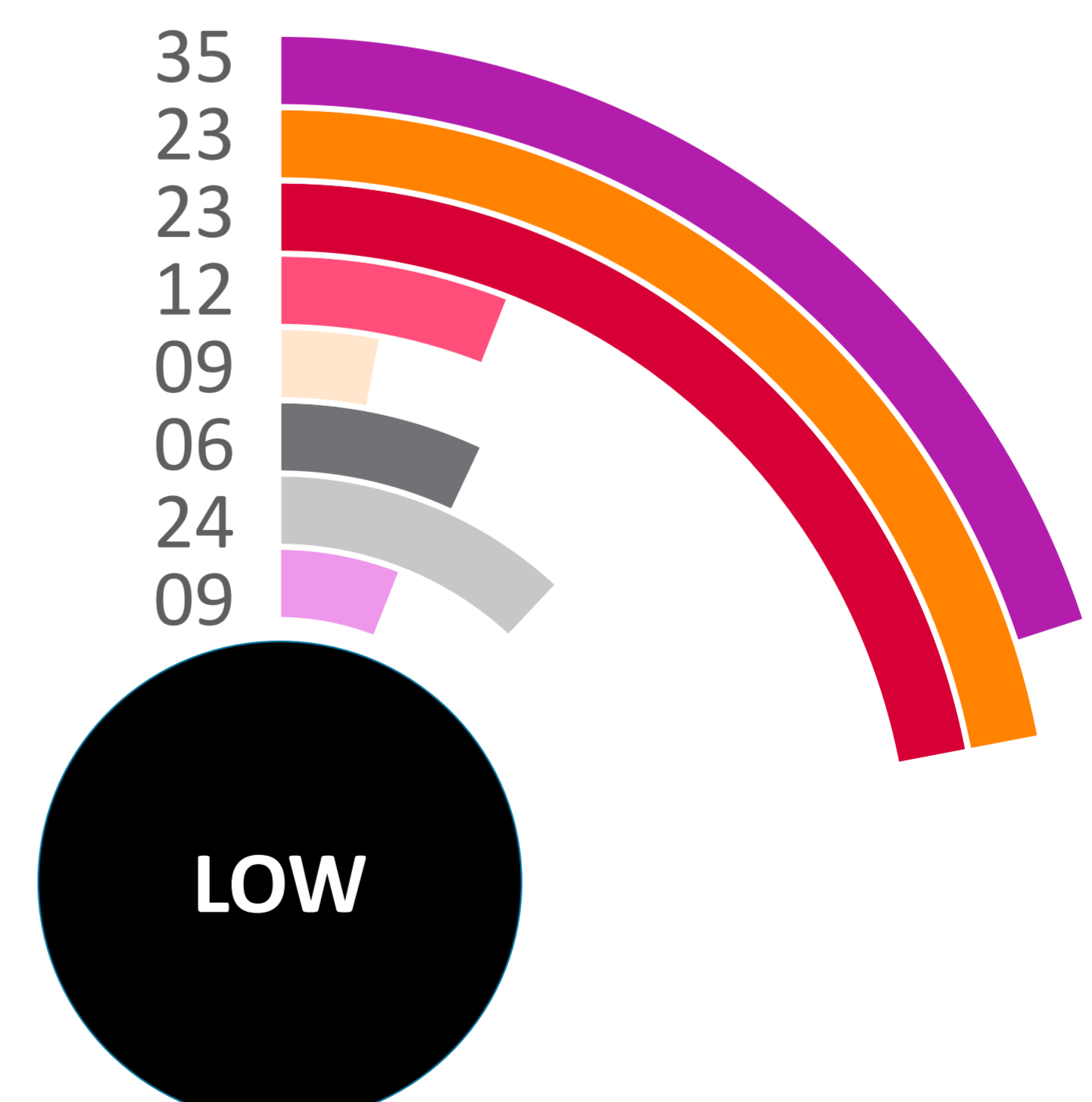
39%

LIVE IN AN HOUSEHOLD WHERE SOMEONE SUFFERS FROM A FOOD ALLERGY OR INTOLERANCE



FOLLOW A SPECIAL DIET THAT LIMITS OR RESTRICTS SPECIFIED FOODS OR INGREDIENTS

- LOW FAT
- SUGAR CONSCIOUS
- LOW SODIUM
- VEGETARIAN
- HALAL
- GLUTEN FREE
- LOW CARBOHYDRATE
- LACTOSE FREE

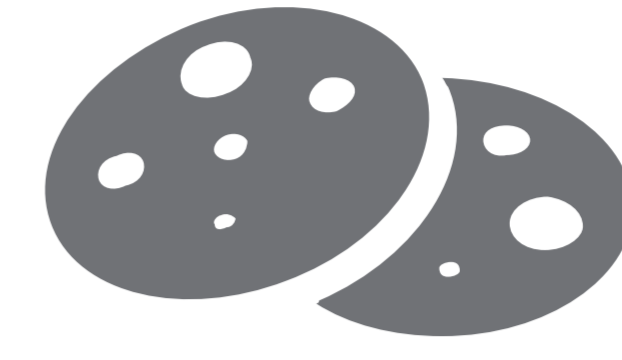


LOW



CHINA

SNACKING



IN WHICH OUTLET DO YOU OFTEN BUY SNACKS?

MASS-MERCHANDISERS /HYPERMARKETS **58%**

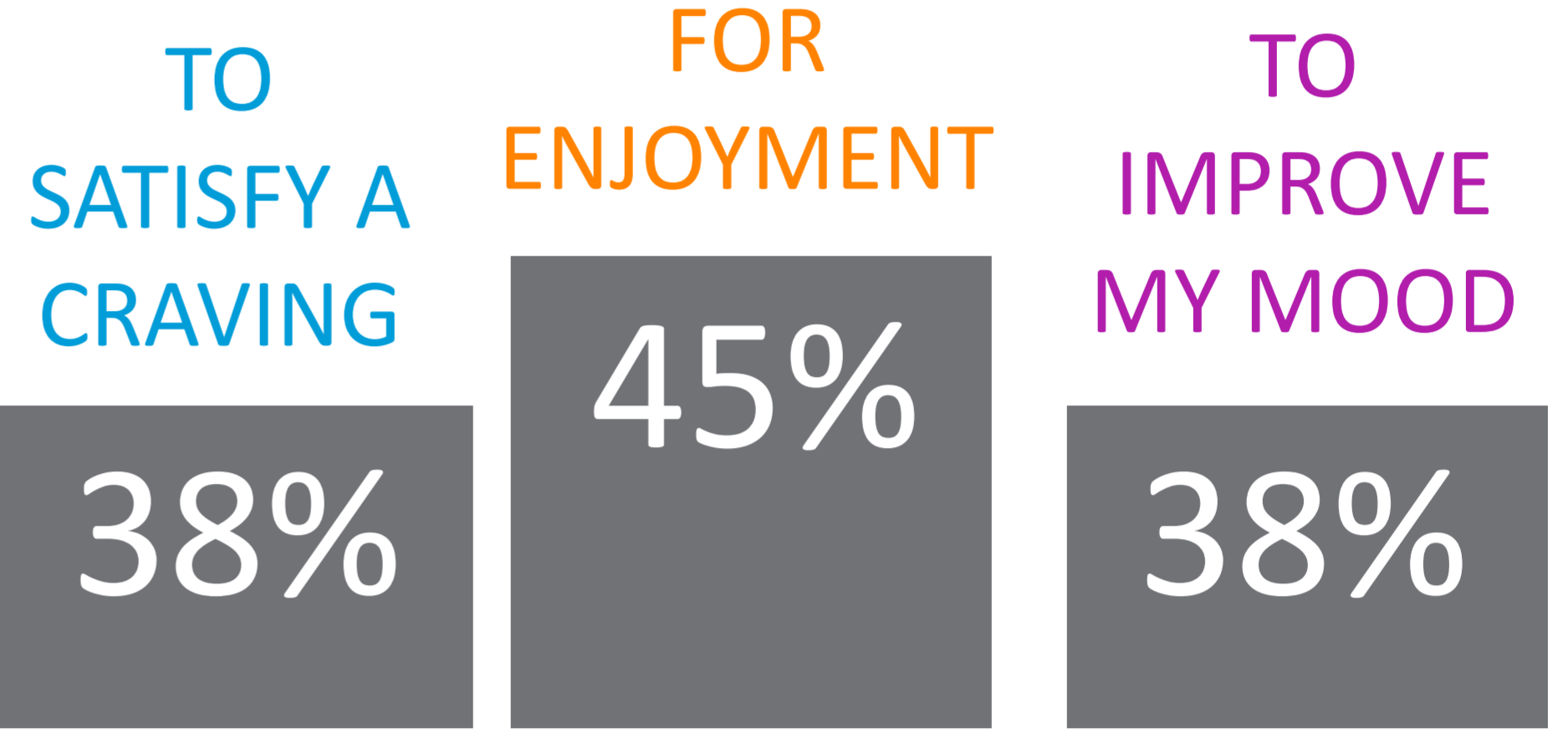
GROCERY/FOOD SUPERMARKET STORES **42%**

CONVENIENCE STORES **37%**

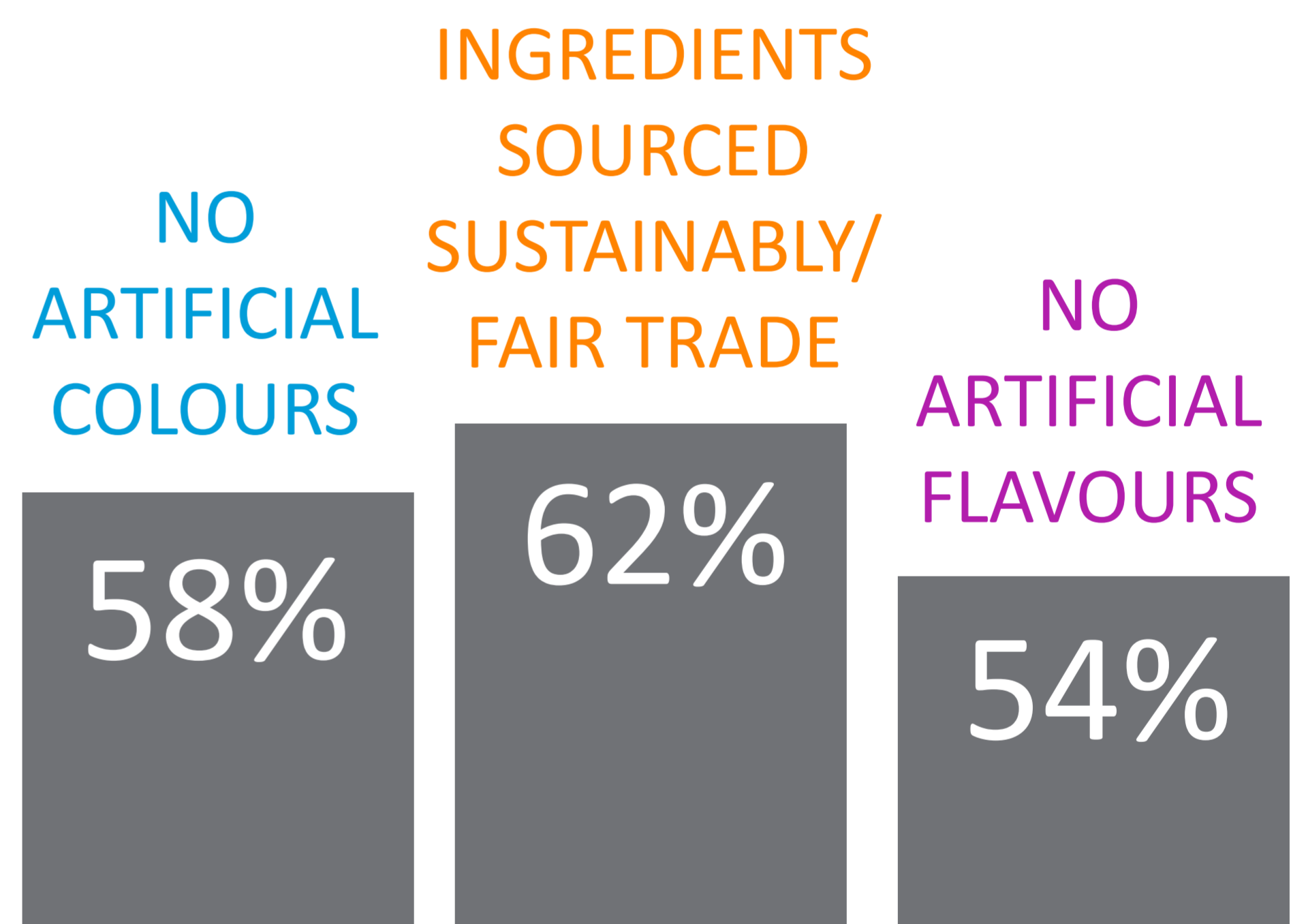
SMALL, LOCAL NEIGHBORHOOD STORES **23%**

SPECIALTY STORES **19%**

THINKING ABOUT THE SNACKS YOU ATE IN THE LAST MONTH, WHY DID YOU CONSUME THESE SNACKS?



THINKING ABOUT THE SNACKS YOU EAT, WHICH HEALTH ATTRIBUTES ARE VERY IMPORTANT TO YOU? (TOP 3)

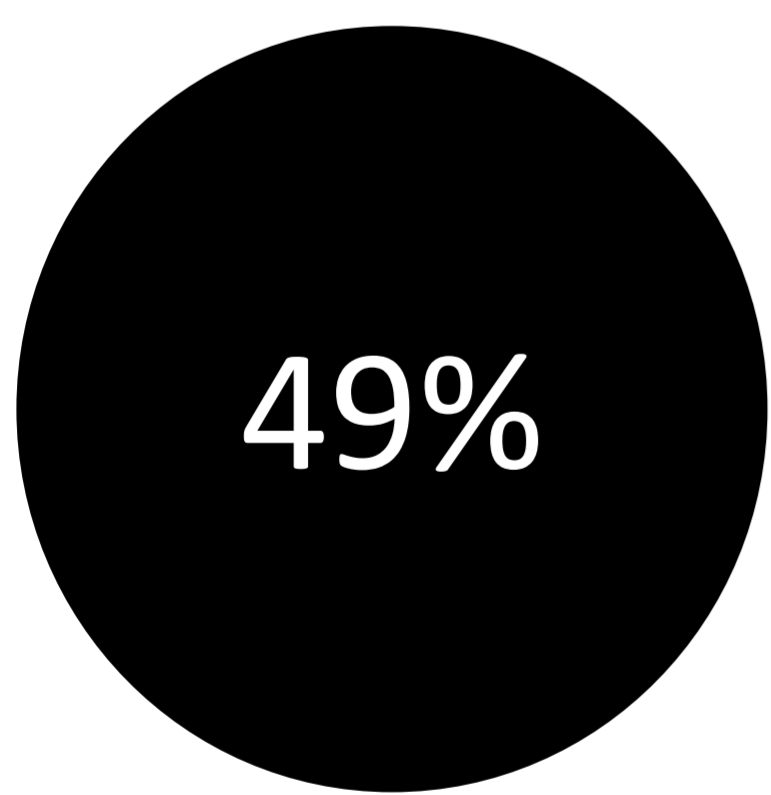


63%

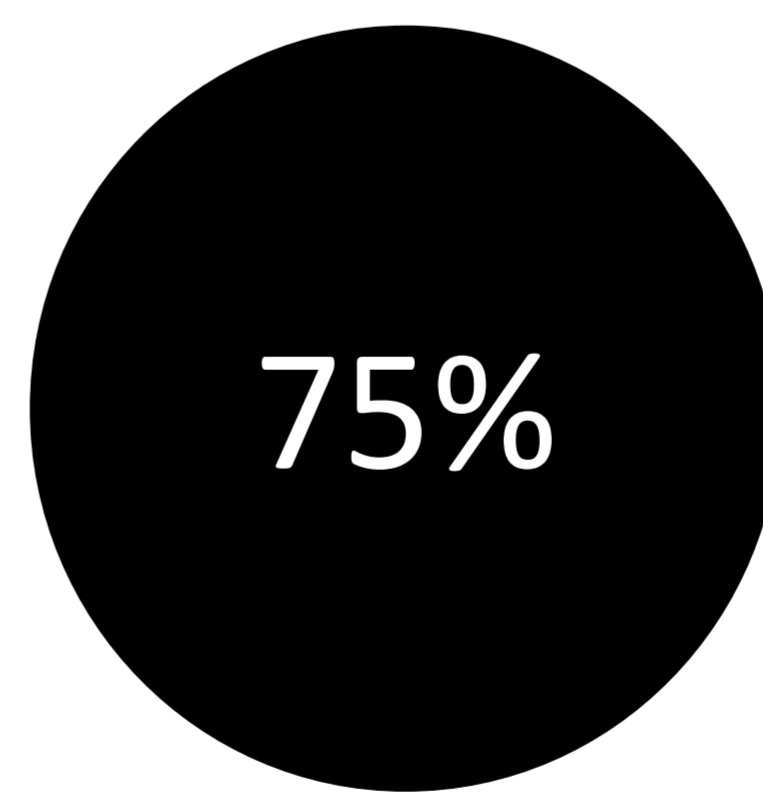
AGREE THAT MOST OF THEIR SNACK PURCHASES ARE

UNPLANNED

DIETS



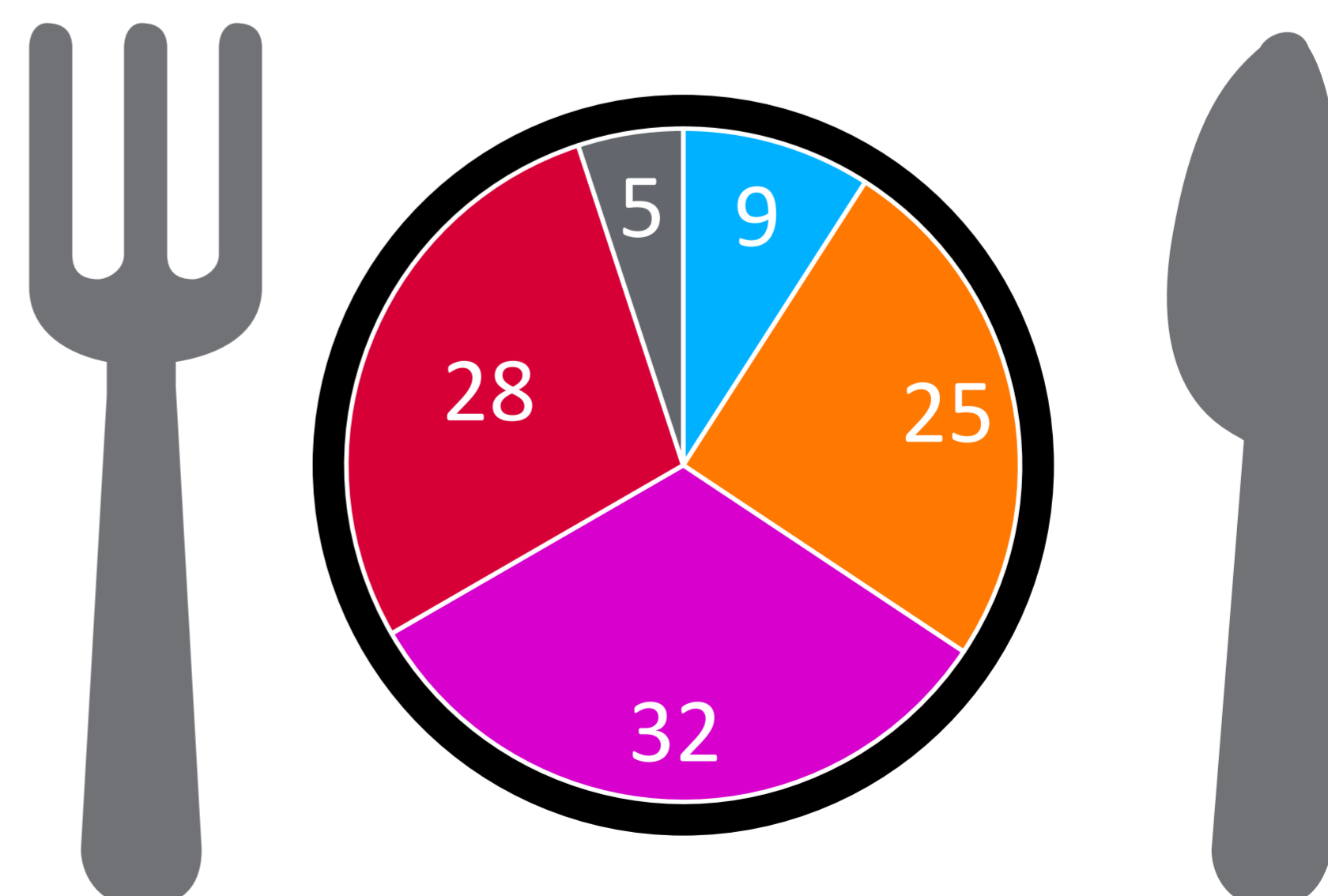
CURRENTLY TRYING TO LOSE WEIGHT



OF WHICH CHANGING THEIR DIET

OUT OF HOME

FREQUENCY OF DINING OUT



- ONCE A DAY OR MORE FREQUENTLY
- ONCE OR TWICE A WEEK
- LESS THAN ONCE A MONTH OR NEVER
- 3 TO 6 TIMES A WEEK
- 1-3 TIMES PER MONTH



GUIDE

DATA SOURCES

Nielsen Global Survey

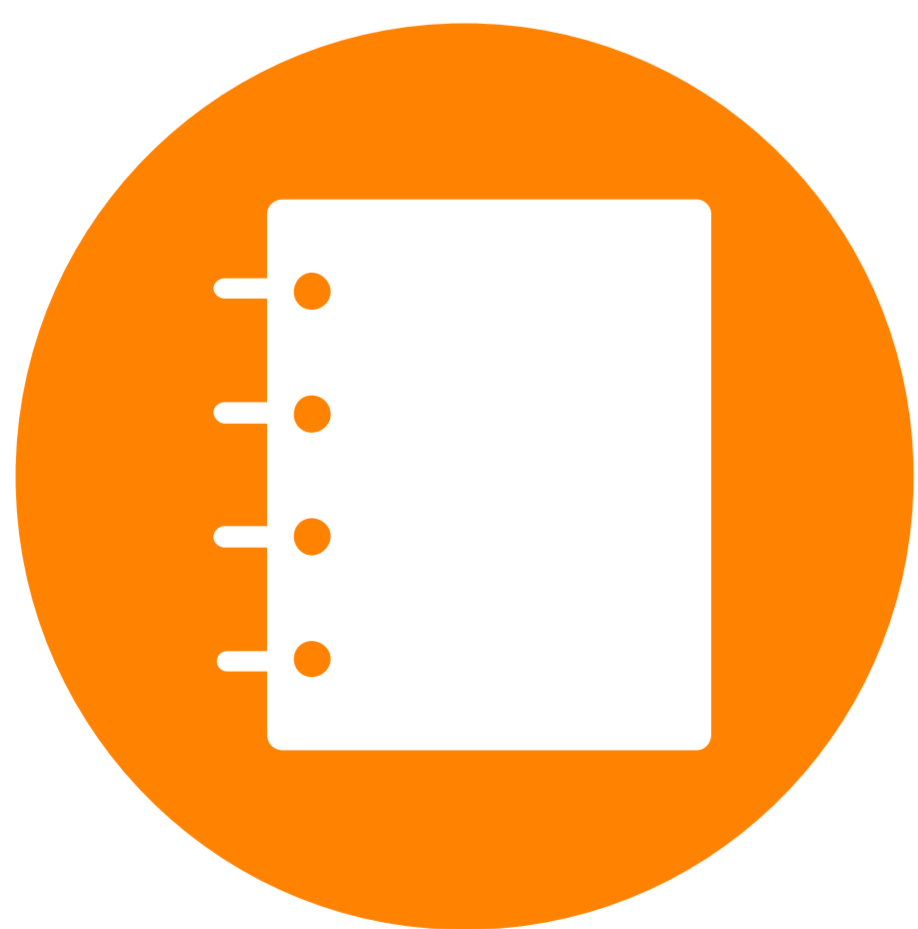
The survey, which includes the Global Consumer Confidence Index, was established in 2005 and measure Consumer Confidence and Spending Intentions. The survey poll every quarter more than 30,000 online consumers in 63 countries. The sample has quotas based on age and sex for each country based on their Internet users.

Consumer Confidence and Spending Intentions is a quarterly survey, with latest update conducted May 9–27, 2016. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism, respectively.

- The Nielsen Global Health and Ingredient-Sentiment Survey was conducted March 1-23, 2016.
- The Nielsen Global Out-of-Home Dining, Brand-Origin and Retail-Growth Strategies Surveys were conducted Aug. 10–Sept. 4, 2015.
- The Nielsen Global Health & Wellness Survey was conducted between Aug. 13 and Sept. 5, 2014
- The Nielsen Snacking Survey was conducted between Feb. 17 & March 7, 2014.

Other Nielsen data

- Number of stores: source is Nielsen TradeDimensions, a continuous tracking of distribution landscape.
- Sales change% for FMCG (Fast Moving Consumer Goods, between 2014 and 2015): source is retail panel Nielsen ScanTrack.



Other sources

Surface, religions: Planète Expert
GDP: World Bank
Countries for import & export: Trade Map

