Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Chinese Ready Meals Market

FD0054IS – Sample Pages
Insight Report
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Reasons to buy this report

This report brings together consumer analysis and market data to provide actionable insight into the behavior of consumers. This is based on Canadean’s unique consumer data – developed from extensive consumption surveys and consumer group tracking – which quantifies the influence of 20 consumption motivations within your industry.

**Consumer trends analysis**
An overview of the key demographic groups driving consumption in your industry, and what their motivations are for doing so. This enables the reader to identify the most important trends within the market and also determine whether beliefs over what influences consumer behavior within the category are accurate.

**Market sizing**
Market value and volumes are given over 2008–2018 for 10 leading countries across the globe. Coverage includes major European markets, the US, and the emerging markets of Brazil, Russia, India, and China.

**Demographic analysis**
Key demographic groups driving consumption within the Chinese market are identified. The figures showcase the number of Ready Meals occasions attributed to specific age groups and genders, as well as identifying whether these demographic groups "over" consume in the category.

**Product innovation examples**
Examples are provided of innovative international and country-specific product development within your industry, with analysis of how these products effectively target the most pertinent consumer need states.

**Recommended actions**
Strategic recommendations of how to capitalize on the evolving consumer landscape are offered, allowing product and marketing strategies to be better aligned with the leading trends in the market.

**Future outlook**
The report provides insight to highlight the "so what?" implications behind the data, and analysis of how the need states of consumers within your industry will evolve in the short-to-medium term future.
Busy lives and search for convenience are driving Ready Meals consumption in China

There are a number of reasons why consumers turn to Ready Meals and a number of reasons they don’t. It is crucial for manufacturers to understand what consumers want from the actual products that they purchase.

**DRIVERS OF CONSUMPTION**

**Busy lives:** The busy lifestyles of consumers means that they do not always have the time to cook from scratch.

**Convenience:** Consumers either dislike cooking or want to reduce time spent in the kitchen to free up time for other activities.

**Poor culinary skills:** Consumers can still lack knowledge when it comes to cooking from scratch so will turn to processed food.

**Rising number of single households:** Due to consumers marrying later, there has been a rise of single households which drives the Ready Meals market.

**Working couples:** Due to rapid economy activity, there is rise of working couples in urban cities, which is driving demand for Ready Meals.

**INHIBITORS OF CONSUMPTION**

**Freshness:** Linked to quality, health and taste, freshness is a priority – something not associated with Ready Meals.

**Scratch cooking:** For many, cooking is seen as enjoyable and a good skill to have, as such they will free up time to spend preparing a meal.

**Health:** Ready Meals are inherently associated with having a high content of “bad” ingredients like salt, and sugar.

**Expense:** Awareness is growing that fresh food doesn’t necessarily carry a premium price and that scratch cooking can be low cost.

**Safety:** The meat suppliers to fast food restaurants has increased levels of distrust among ingredients used in the formulation of Ready Meals.
China has the lowest per capita volume consumption among major countries in the world.

China has the lowest per capita volume consumption among major markets: China’s low per capita consumption can be attributed to the fact that in emerging economies there is less dependency on processed food because of the tendency to eat fresh, as opposed to adapting a more “westernized” diet. However, busy lives, the search for convenient meal options and rising disposable income, is driving volume consumption growth in China. The Chinese Ready Meals market is forecast to grow at CAGR of X.X% during 2013–2018.

The Chinese have the lowest per capita occasions among countries analyzed: The average Chinese consumer enjoys X.XX Ready Meals occasions per year which is lowest among the major markets. It indicates there is immense growth potential due to rising participation of the women in the workplace. Furthermore, an increasing desire for quality products in their fast-paced lives has fuelled the demand for Ready Meal products in China. Manufacturers should target the large base of foodservice consumers by launching “restaurant-style” meals at an affordable price.
How the Experience & Enjoyment mega-trend will evolve

Quality will remain a high motivator over the consumption of Ready Meals in China, as consumers continue to trade up to higher priced products which they perceive to be more trustworthy. Manufacturers should make sure to highlight that the best quality ingredients have been used effectively in the formulation of their products. Manufacturers should also use tamper-proof packaging to express their high quality and ensure the product has reached consumers at its best condition.

The desire for Ready Meals which offer novel experiences will continue to drive consumption. Eating is considered a communal activity in China, and many consumers will be driven by Ready Meals which allow them to offer their guests a new experience, without the cooking skills to do so. Brands should offer consumers products based on western influences, to encourage consumers to experiment with new flavors.

Degree of influence the Experience & Enjoyment mega-trend has on demographic groups

**Gender**

Women are significantly more likely to look for Ready Meals offering the best quality and most novel experiences, with the needs motivating XX.X% and XX.X% of their consumption respectively, compared to men’s XX.X% and XX.X%, respectively. This reflects women’s desire to seek something more than just convenience from their Ready Meal consumption, looking for the finest ingredients.

**Age groups**

The need for quality is most important among Pre-Mid-Lifers, where it influences XX.X% of their consumption. Mid-Lifers look for Ready Meals offering the most novel experience, at XX.X%. These consumers tend to have the most disposable income and are willing to trade up in order to treat themselves with products made from the best ingredients, as well as those which go beyond a typical meal.

How the Experience & Enjoyment mega-trend will evolve
Manufacturers should focus on providing single person households with portion-controlled Ready Meals

The number of single person households in China has increased due to the country’s one-child policy. With the Ready Meals sector still emerging in China, manufacturers can launch new products to target these consumers by offering portion-controlled meals or multipack variants in a variety of cuisines which consumers can enjoy whilst at work, or as a quick pick-me-up at home. These are also handy for younger consumers, who have recently moved away from the parental home and may not have the skills and knowledge to cook a full meal from scratch.

**Product:** Potato Gnocchi and Bolognese Sauce  
**Brand:** Qualita  
**Country:** Brazil  
The product is popular among single households, as well as working consumers. They can easily be cooked in the microwave, and eaten from the tray meaning the packaging can easily be disposed.

**Product:** Chicken Tikka Masala  
**Manufacturer:** Carrefour  
**Country:** Spain  
This product is positioned at solo-consumption and takes just two minutes to cook in the microwave. The product also offers the consumers good value for money with its private label.

**Product:** Honey roasted turkey with mash & vegetables  
**Manufacturer:** Marie Callender  
**Country:** US  
This Ready Meal offers the consumer a whole and hearty meal to help keep them going throughout their busy lives. It comes with added trust due to being a long established brand.
Manufacturers are innovating across categories to target the growing needs of Chinese consumers

**Innovative Chinese launches in the Ready Meals sector**

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<td>US food manufacturer General Mills’ brand Wanchai Ferry launched a new range of frozen foods, aimed at consumers looking for a convenient meal, with less time to cook from scratch. The product comes in a variety of flavors including; Orange Chicken, Shrimp Lo Mein, and Beef and Broccoli.</td>
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<td>Hangzhou Wahaha Group extended its range of Ready Meals with new ambient ready meal product - Wahaha Mixed Congee with Almonds and Dark-Colored Foods. It is made of glutinous rice, almonds, black rice, black beans, black sesame, and black fungus.</td>
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<td>Thai based food manufacturer Charoen Pokphand Foods introduced a new stir fried chicken and basil ready meal. The product is made up of chicken, and Thai Fragrant Jasmine Rice. It does not contain preservatives and requires just 3-5 minutes in the microwave.</td>
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<td>Taiwan-based Uni-President added a new product in a range of flavors to its Ready Meals range, similar to Pot Noodles. One of the flavors include Laotan pickled cabbage instant noodles with beef. This beef flavored product and made of beef and various vegetables.</td>
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This report is comprised of two data research programs

MARKET DATA

• **Method:** analyst triangulation of consensus numbers based upon comprehensive primary and desk research as part of an international research programme.

• **Coverage:**
  • 50 Countries fully researched
  • Category and segment breakdown
  • 8 channels
  • Value and Volume data
  • Internationally comparable data
  • 100% standardized definitions

CONSUMER DATA

• **Method:** extensive consumption surveys and consumer group tracking with strict age and gender quotas to ensure nationally-representative results.

• **Coverage:**
  • 10 Countries
  • 20 Consumer Trends
  • 26 Consumer Groups
  • Category breakdown
  • Integrated market sizing at the country and category level
  • Interim 2013 Consumer data generated by mapping 2013 Market size data onto 2012 Consumer data consumption values

Details on the methodology for both of these research programs can be found in the Appendix.
Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Brazilian Dairy Food Market

Brazilians select Dairy products based on their ability to meet age-specific needs. This doesn’t just apply to children, with older adults increasingly aware of their specific nutritional needs. Although poverty rates have declined rapidly in Brazil, the low income of many consumers means they will seek out the best value for money products.

Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the German Bakery & Cereals Market

Indulgence is the primary driver of the German Bakery & Cereals market, motivating over two-fifths of consumption. The need is high in all categories, but peaks in the consumption of cookies and cakes with consumers perceiving these as the go-to categories for decadent, tasty treating where they desire rich taste experiences and novel texture combinations.

Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the UK Savory Snacks Market

As an effect of the recessionary environment in the country, people are eating out less and entertaining more at home, engaging in indulgent snacks as an affordable treat to offer friends and family. Savory Snacks are relatively low cost, even for more premium offerings, making them an attractive way of treating oneself regardless of the occasion.