

2008 China Consumer Insight Report

Are you hungry for the shopping behavior of China consumers?

A simple & concise reference for understanding FMCG consumer behavior in China



- Key information from TNS Worldpanel™ China's Consumer Panel
- Key findings from the China Consumer Lifestyle Survey
- 2007 China media information
- Key facts about Asian FMCG consumers
- China economic & demographic information

Key Information from TNS Worldpanel™ China Consumer Panel

- Provides essential facts & information about consumer behaviour for more than *55 Fast Moving Consumer Goods categories* in 15 major cities in China.
- *2 year trended data* is available for analysis
- This information helps you to understand :
 - Which categories are developing or declining?
 - How many households purchased each category?
 - How much do they spend annually on each category?
 - How often do they shop?
 - How many items do they purchase in one trip?
 - Which channels should you target?
 - Which groups of consumers should you target?

Key Findings of 2007 Lifestyle Survey

- Covers 15 major cities in China, total 9,500 households.
- Adds more depth to traditional demographic methodology for understanding *who* my customers are and what really *motivates* their purchase behavior.
- This information can help you to understand:-
 - Which aspects concern shoppers most / least when they make their store choice?
 - What's the composition of current FMCG consumers, if we cluster *like minded* consumers together in one group.

2007 China Media Information

- Covers key information from CTR CNRS services
 - 2007 Annual Advertising Expenditure
 - China Top 5 Categories Ad Spending
 - Consumer Media Habit of Website and Top 10 Fashion Magazines

Asia Consumer Index

- Covers the latest changes in key economic indicators across Asia.
- Also covers key trends in quarter 3 of 2007 in the Fast Moving Consumer Goods (FMCG) markets across Asia.
 - Total Asia – Shopping Behavior
 - Trade Channels and Category Trends:
 - China (15 Key Cities)
 - Korea
 - Malaysia (Peninsula)
 - Philippines (Urban)
 - Taiwan
 - Thailand
 - Vietnam (4 Key Cities)

China Demographic & Economic Information

- Covers key economic & demographic indices in China
 - Population Growth
 - Population ratio - urban vs rural
 - Population by sex & age
 - Principle aggregate indicators on national economic and social development and their related indices and growth rates
 - Consumer price indices and retail price indices of commodities

Only costs you:-

Priced at **RMB 49,800**

15% special discount to early commitment (confirm before March 31st, 2008)

For more information, please contact your account team at TNS Worldpanel™ China or

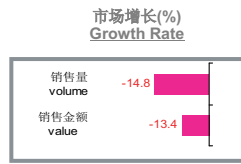
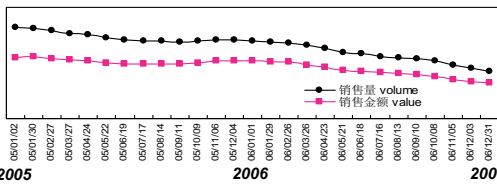
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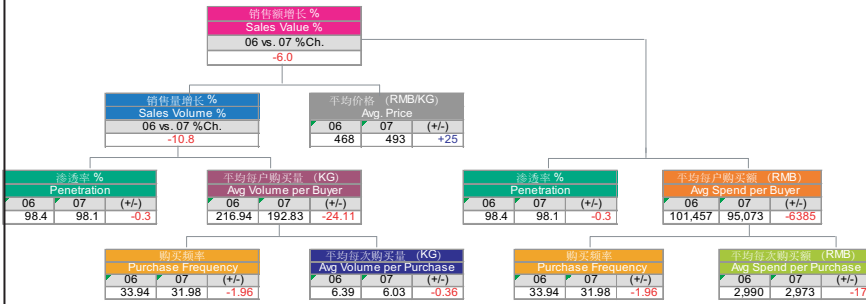
Category A 15 Cities 品类A 15城市

1. Sales Trend , Moving Annual Trend 销售趋势 (环比)



Market Trend & Growth
Which category is developing or declining?

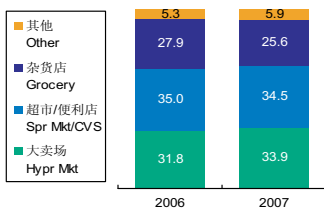
2. Consumer Purchase Behavior 消费习惯



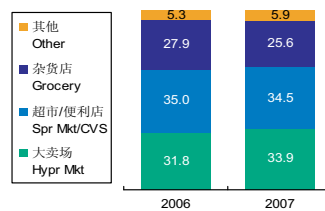
Consumer Behavior
How many households purchased?
How much do they spend annually?
How often do they shop?
How many do they purchase in one trip?

3. Channel Importance 渠道比重

(Value 金额)



(Volume 量)



Purchase Channel
Where do consumers spend their money?
Which channel should I target?

4. Demographic Profile (Buyer, Index)

消费者结构

(家庭月收入)

(家庭人口数)

(家庭形态)

HH Income (RMB/Month)	2006	2007
<1000	105	105
1000-2000	105	106
2000-3000	100	103
3000-4000		
>4000	87	80

HH Size	2006	2007
1+2	105	105
3	105	106
4	100	103
5+		

Lifestage	2006	2007
Young Families	105	105
Older Families	105	106
Older Single & Couple Families	100	103
Adult Families		

Consumer Demographic Profile
Who are the consumers?
Which group of consumers should I target?

Categories Covered

Food

Solid Drink

Tea
Milk Tea
Fruit Flavor Powder
Coffee
TFD

Dairy

Liquid Milk
Yogurt
Milk Powder
Butter&Cheese

Non Alcoholic Liquid

CSD
Juice
Function Drink
RTD Tea
Package Water
RTD Coffee
Soybean Milk

Confectionary

Chewing Gum
Chocolate Confectionary
Candy

Kitchen

Cooking oil
Spreads
Seasoning

Alcoholic

Beer
Wine
Spirit

Other Foods

Extruded Snack
Biscuit
Cereals
Nutrient Solid Drink
Nutrient Supplement
Instant Noodle
Quick Soup
Pudding
Frozen Food
Bread
Soft Cake
Sausage
Hamburger

Personal Care

Hair Care

Shampoo
Conditioner
Hair Colorant
Hair Styling

Cosmetics

Facial Cleanser
Skin Moisturizer
Make Up

Oral Care

Toothpaste
Toothbrush

Personal Wash

Sanitary Protection

Miscellaneous

Battery

Household Care

Household Cleaning

Air Refresher
Fabric Softener
Laundry

Paper Product

Toilet Tissues
Facial Tissues
Napkin
Wet Tissues

