

2009 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
- 2008 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 *food* and *non food*: more than *50 Fast Moving Consumer Goods categories* in National* & 4 key 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 2008 Lifestyle Survey

- Covers National* China, total 17,500 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.

2008 China Media Information

- Covers key information from CTR Media Intelligence services
 - 2008 Annual Advertising Expenditure
 - China Top 5 Categories Ad Spending

Asia Consumer Index

- Covers the latest changes in key economic indicators across Asia.
- Also covers key trends in quarter 4 of 2008 in the Fast Moving Consumer Goods (FMCG) markets across Asia.
 - Total Asia – Shopping Behavior
 - Trade Channels and Category Trends:
 - China (National + 4Key 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 **USD 6,000** for *Food* or *Non Food* Category

Priced at **USD 10,000** for *Total FMCG*

15% special discount to early commitment (confirm before June 12nd, 2009)

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

Rachel Lee

Regional Account Director
TNS Worldpanel™ China, a CTR service
Email: rachel.lee@ctrchina.cn
Phone +8621 6170 0109
Fax +8621 6360 5388

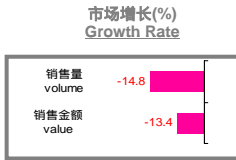
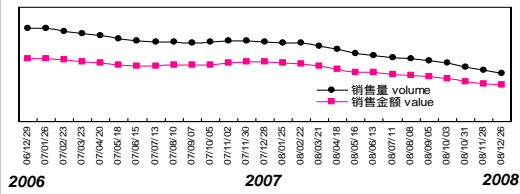


* Worldpanel China – National Panel does not include Inner Mongolia, Ningxia, Gansu, Qinghai, Xizang, Xinjiang, and Hainan

Category A National 品类A 全国

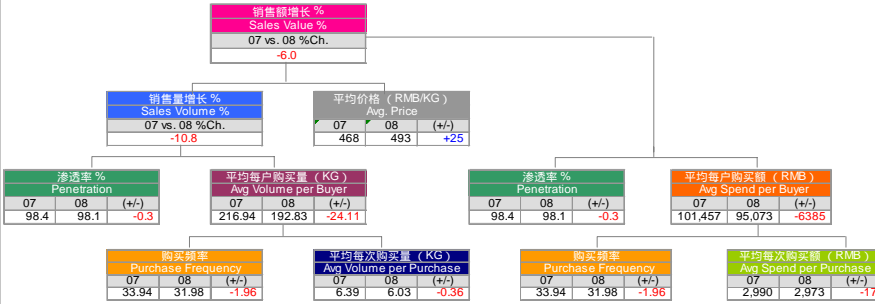
Report Example

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

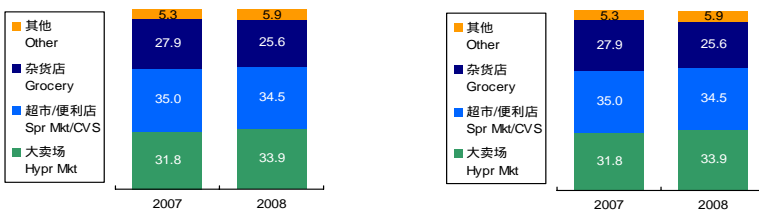


Consumer Behavior
How many households purchased?
How much do they spend annually?
How often do they shop?
How many do they purchase in one trip?

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)	2007	2008	HH Size	2007	2008	Lifestage	2007	2008
<1000	105	105	1+2	105	105	Young Families	105	105
1000-2000	105	106	3	105	106	Older Families	105	106
2000-3000	100	103	4	100	103	Older Single & Couple Families	100	103
3000-4000	101	100	5+	101	100	Adult Families	101	100
>4000	87	80						

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

Categories Covered

Food

Personal Care

Household Care

Solid Drink

Non Alcoholic Liquid

Alcoholic

Hair Care

Oral Care

Air Refresher
Fabric Softener
Laundry

Tea
Milk Tea
Fruit Flavor Powder
Coffee
TFD

CSD
Juice
Function Drink
RTD Tea
Package Water
RTD Coffee

Beer
Wine
Spirit

Shampoo
Conditioner
Hair Colorant
Hair Styling

Toothpaste
Toothbrush

Dairy

Confectionary

Other Foods

Cosmetics

Personal Wash Sanitary Protection

Paper Product
Toilet Tissues
Facial Tissues
Napkin
Wet Tissues

Liquid Milk
Yogurt
Milk Powder
Butter & Cheese

Chewing Gum
Chocolate Confectionary
Candy

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

Facial Cleanser
Skin Moisturizer
Make Up

Miscellaneous

Battery

