

# UNDERSTANDING NATURALNESS IN CHINA



Consumer Experts, Insight Driven

This infographic is based on our clean label survey - China (Q1 2019)

## 49%

Of consumers seek out natural food and drink products most to all of the time.

What does natural mean to consumers?

- 47% Product is organic
- 43% Product is sugar free
- 47% Free of synthetics

## 67%

Of consumers think it is either important or very important that products are 100% natural.

Why is it important that groceries are 100% natural?

- 42% Groceries are tasty
- 64% Better for me
- 53% Groceries are healthy

## 75%

Of consumers say that the claim 'real ingredients' are either influential or very influential when choosing food and drink to buy.

When buying groceries, consumers are most likely to check the claim of the product first when real ingredients are used.

56%  
Product



44%  
Price



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