



Consumer Insights

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Collaborating Organisations: The University of Auckland, Victoria University, Lincoln University

Research Investment: \$1.75million over 5 years

The High-Value Nutrition Consumer Insights Programme is about discovering how Asian Consumers with a focus on Chinese think and feel about food and health. By having a good understanding of the priorities of Asian consumers needs, we can focus our health and nutrition research on products that will generate increased sales for the New Zealand food and beverage export market.

In phase 1 of the Consumer Insights Programme, the research team established a good understanding of Chinese consumer needs through in-depth interviews with consumers in China and a large on-line survey. The key achievement from this phase was that key health concerns and behaviours relating to food choices and consumption were highlighted. Learnings showed that food with proven health claims from trusted overseas countries such as New Zealand were highly respected.

This work validated the key areas of focus for the High-Value Nutrition National Science Challenge, and identified that Chinese consumers have high health concerns regarding metabolic, immune, digestive and infant health.

While consumers were recruited according to specific health conditions, three natural clusters of consumers were found: (1) appeared to be plagued by a number of health concerns, in particular metabolic concerns; (2) appeared to suffer mostly from gut and immune concerns, while (3) appeared to suffer mostly from colds and sore throats (and to a lesser extent high blood pressure and diarrhoea). This suggests a potential opportunity that some consumers will purchase a series of companion High-Value Nutrition foods.

Insights uncovered have been shared through a series of industry focused workshops, where participants are guided through the learnings and through a process of developing their own confidential food and/or beverage product opportunity for their business.

In phase 2 further insights will be developed working with the High-Value Nutrition industry partners, through further in-depth interviews on specific product concepts and suggested health benefits. This work will continue in New Zealand and China.

This will provide the Consumer Insights team with information that will further establish consumer needs and provide an understanding of how the product can be positioned in the Chinese market and create export opportunities for companies that wish to export New Zealand products with scientifically-backed nutritional claims.