

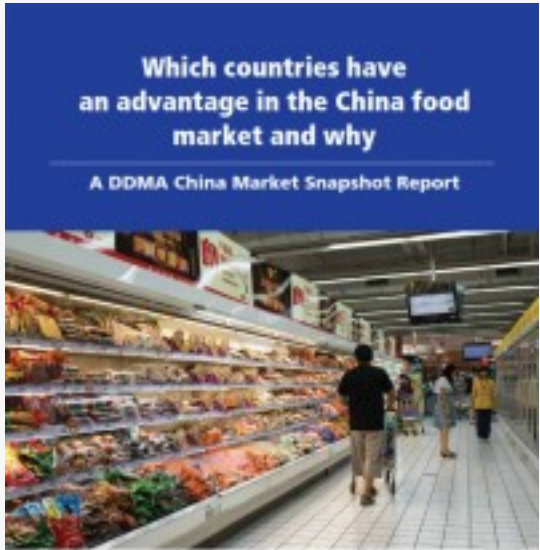
Australian and New Zealand Food Companies Poised to Prosper in the China Food Market Says DDMA

SHANGHAI, CHINA, March 11, 2014 /EINPresswire.com/ -- The latest [China market research](#) snapshot report from Data Driven Marketing Asia (DDMA) highlights the opportunity that foreign food companies have in the Chinese market. This complimentary report is now available from the DDMA market research website.

The confidence in Chinese food companies among the rapidly developing Chinese middle class has been steadily eroded by persistent food scandals. As a result, Chinese consumers of today show a clear preference for imported food brands. This DDMA China market research report, based on interviews with consumers in Shanghai, examines the perceptions, preference and appeal of a selection of food-producing countries. Findings reveals that there is a strong preference for Australian and New Zealand food brands, but there are also very high levels of preference and appeal for food from Germany, Sweden and Norway.

"The perceptions and appeal of each food-producing country included in this study are different. The appeal of Australian and New Zealand food brands are driven by perceptions of food from an unpolluted, clean and natural environment. The appeal for German food brands is driven by respect for German corporate governance. Norway and Sweden are considered to be countries with very high food safety standards, a natural environment and food companies with advanced technology among Chinese consumers that are familiar with Nordic countries," said Sam Mulligan, Director of DDMA China.

Despite widespread air pollution problems, food safety still tops the list of social concerns held by Chinese consumers. This report introduces the reasons for the lack of trust in Chinese companies and the vast challenge that Chinese companies have to win back consumer

The image shows the cover of a report titled "Which countries have an advantage in the China food market and why". It features a photograph of a supermarket aisle with shelves stocked with various food products. The text on the cover includes "A DDMA China Market Snapshot Report" and "Data Driven Marketing Asia (DDMA) was founded in 2001 and is a full service market research company based in Shanghai, China".

Which countries have an advantage in the China food market and why

A DDMA China Market Snapshot Report

Data Driven Marketing Asia (DDMA) was founded in 2001 and is a full service market research company based in Shanghai, China

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confidence. Today, 46% of Chinese consumers seek out foreign food brands when grocery shopping. Preference for foreign food brands increases with income level.

DDMA provides consumer and trade market research services to several leading international [food and beverage brands](#) in China. This report is the first in a series of DDMA China market research snapshot reports focused on the opportunities available to foreign food brands in the China food market.

Press release courtesy of Online PR Media: <http://bit.ly/1gnzMfS>

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