

# Food in China. From Fresh to Frozen and Domestic to Imported. Imported Food to Boom Says DDMA China

*The latest complimentary DDMA China Market Research report confirms that wealthier Chinese households are buying more imported and frozen food than in 2014*

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-- The changing Chinese consumer research series from [DDMA China market research](#) reveals that ongoing food safety scandals are now having a significant impact on the grocery shopping behavior of wealthier Chinese households. The first extracts from this DDMA study reveal that wealthy Chinese households are buying more [imported groceries](#) than ever before, that the retail channels that they are purchasing in are changing and the amount for groceries that they are buying in a frozen format is increasing.

Initial results of the study, available from the DDMA website, show that as consumer demand increases, import, distribution, sales and marketing systems are also evolving. Compared to twelve months ago, foreign food companies have much greater choices in terms of how they present and market themselves to Chinese consumers. More importantly, foreign food companies can play a greater role in marketing and communication of their brands as much of the demand is coming from channels that are outside the realm of large scale, traditional food distributors in China.

Much of DDMA China's projects involve identifying suitable distribution and retail partners for foreign food companies in China as well as providing consumer insight for marketing strategy development. Over the past 12 months [DDMA have conducted numerous](#) distribution and consumer studies for foreign food companies that are either entering the market or are restructuring their Chinese operations. The largest structural change is the development of strong cold chain distribution networks. This has opened up a myriad of retail and sales opportunities for foreign food companies in China.

In an increasingly competitive sector, DDMA also identified common characteristics that successful foreign food brands have in common. Future reports on foreign food brands in China focus particularly on essential elements of ingredient branding and also how to best present the



country of origin. The results demonstrate that well positioned foreign food brand can attain a very steep premium at point of sale if presented in the right manner and format to wealthy Chinese consumers.

Press release courtesy of Online PR Media: <http://bit.ly/1CWCd7Q>

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