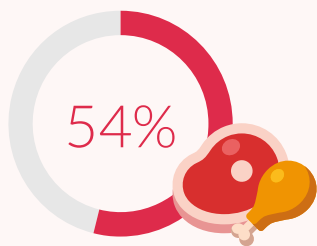


# SNAPSHOT INTO THE CHINESE MEAT MARKET

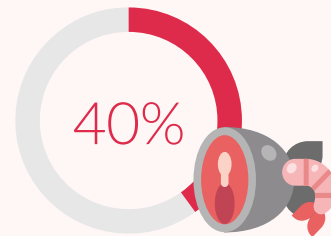
Australia remains one of the largest meat-eating populations globally, but with health concerns on the rise, many consumers are moving away from meat, and seeking out alternative protein sources. Mintel research aligns with this shift in consumer behavior as 51% of metro Australians say they avoid red meat because they believe it is healthier to do so.

But while consumers in Australia and New Zealand are changing their red meat-eating habits, China's appetite for beef is on the rise, and so are beef imports.



In 2018, 54% of Chinese consumers spent more on in-home foods in an effort to lead a healthier lifestyle, compared to 2017.

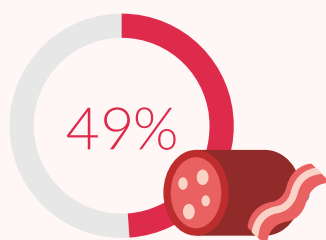
Compared to other countries such as America or Australia, China's per capita beef consumption is low; however, it is expected to grow. Mintel predicts that China's already large, and expanding, middle-income population will continue to seek healthier, more nutritious balanced diets, which for Chinese consumers, means more quality red meat.



40% of Chinese consumers have purchased food and drinks online via a mobile device.

Retail ecommerce giants such as Alibaba, JD.com and Wal-Mart are seeking ways to provide better home delivery service of fresh foods and drinks. One way they are doing this is by improving their supply chain, for example, by updating underdeveloped cold-chain logistics. While this was an area that has traditionally prevented retailers from expanding into online offerings, updates will allow for fresh meat delivery via online grocery delivery services.

# Opportunities for Australia



of Chinese consumers increased the amount they spent on eating out between 2017 and 2018.

Beef is now the most commonly asked-for meat choice when eating out in China, and is widely considered to be of premium quality. But premium beef doesn't necessarily translate into fine-dining. As cooking methods evolve, consumption is becoming more of a casual experience, both when dining out and when eating in the home. This ease and accessibility is appealing to today's Chinese consumers.

As Chinese consumers continue to trade up when it comes to the food they eat, alongside increasing concerns for healthy diets, demand for beef will continue to grow. Beef products can be expected to see increased usage in Chinese meals, whether in- or out-of-home and with new beef-promoting and -selling opportunities, manufacturers and companies from outside the market can gain a head start through collaboration with services that offer home delivery.

## MINTEL CHINA REPORTS

The insights in this thought piece have been taken from Mintel China Reports

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