

The impact of COVID-19 on meat purchasing in China



Home isolation and lockdown measures in China have driven some shifts in consumer attitudes and behaviour, according to new MLA-funded research¹.

Let's take a look at some of these.

What meat has been top of the shopping list during COVID-19?



79%



of Chinese consumers **INCREASED HOME COOKING** – only 4% reduced cooking from home.



32%

OF AFFLUENT CHINESE CONSUMERS reported **CONSUMING MORE BEEF** and less pork, poultry and fish – only 5% reduced beef consumption.

Why beef over other proteins?



Chinese consumers understand it to have a **HIGHER NUTRITIONAL VALUE** and **SUPPORT OVERALL HEALTH AND IMMUNITY.**

Top three considerations when buying beef

Before COVID-19

- ✓ Safety
- ✓ Freshness
- ✓ Quality

During COVID-19

- ✓ Safety
- ✓ Boost immunity
- ✓ Quality

What about Australian beef?



During the outbreak, **43% PURCHASED EVEN MORE AUSTRALIAN BEEF** – only 7% purchased less.

With the focus on cooking daily from scratch with fresh ingredients,



45% of consumers were prompted to buy **LARGER VOLUMES** of Australian beef



37% consumed it **MORE OFTEN**



56% purchased **MORE CHILLED** product.

Why is Australian beef so popular?



More than beef from other origins, Chinese consumers associate Australian beef the strongest with



SAFETY



IMMUNITY SUPPORT



QUALITY

(and a host of other attributes)

What about after COVID-19?



93% OF CONSUMERS

who intend to eat more meat say they'll **CHOOSE BEEF**

– the most popular choice of all meats.

After the virus ends, **45% INTEND TO PURCHASE EVEN MORE BEEF FROM AUSTRALIA** – the most popular country of origin compared with other suppliers; only 3% say they'll purchase less Australian beef.

More information: mla.com.au/COVID-China-research

Source: ¹ MLA COVID-19 consumer impact survey, March 2019 (data collected from an online survey with 800 affluent target Chinese consumers in the cities of Shanghai, Beijing, Guangzhou and Chengdu in late February to early March 2020).