

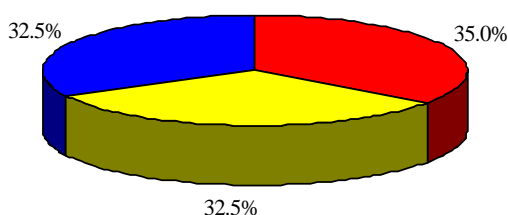
Spending behaviour on health foods / supplements	MVA Business, Market, Social and Research investigates the consumption behaviour and patterns of health foods / supplements during the outbreak of swine flu in Hong Kong
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Spending behaviour among Health Foods / Supplements Consumers (HFC)

An infectious disease, swine flue, broke out in Mexico and soon became widespread in North America and the rest of the world in March-April of 2009. First case of local infection was also reported in May in Hong Kong. As the number of local infections continues to increase, growing concerns on massive outbreak in the coming flu season have started to send some serious residents to health shops looking for various types of health foods / supplements to strengthen their immune systems as well as for specific health and wellness concerns. MVA BMSR recently undertook a survey on spending behaviour of health foods / supplements in order to understand the potential market of health foods / supplements in Hong Kong.



Consumption of Health foods / supplements (Period of time)



■ With in last 6 months ■ 6 months to 3 years ■ 3 years or above

Among those with regular health foods / supplements consumption patterns in the past year, majority (55%) of them consumed vitamins & supplements. It is also noted that more than 1 in 3 of those with regular consumption pattern in the past year have only started taking the health foods / supplements within the last 6 months, i.e. around the local outbreak of swine flu in Hong Kong.

Popular type of Health foods / supplements:

Top 5	Health foods / Supplements for
1	Immune support (Vitamins)
2	Vim and vigor
3	Bowels movement/ Detoxification
4	Eyes care
5	The joints



According to the survey, in average, an HFC would consume about 2 types of health foods / supplements and the average monthly spending would be around HK\$340. Most of the HFC noticed varying degrees of improvement in health conditions after taking the health foods / supplements for some time. The survey also reveals that over half of the HFC (51%) tended to purchase health foods / supplements at personal care chain stores such as Watsons and Mannings.

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From the survey, it was noted that respondents with medical insurances purchased individually, by others or employers would generally spend more monthly on health foods / supplements (HK\$350) than those without medical insurances (HK\$320). Also, middle aged respondents (aged 30-54) appeared to be more concerned about their health and thus willing to spend on health foods more than those younger (aged below 30) and the elderly (aged 55 or above) as the middle aged generally enjoy medical insurance coverage and higher disposable income on health foods / supplements expenses. In gender, female respondents tend to be more liberal in health foods / supplements spending per month (HK\$420) than males (HK\$240).

MVA BMSR has concluded from this survey that further potentials in the health foods / supplements markets are yet to be developed as majority of the surveyed respondents have not had the habits of taking health foods / supplements; whereas the young and the elderly segments present growth opportunities. In order to understand them, the current reasons for not taking HFS should be studied.

Reasons for not spending on Health Foods / Supplements

Healthy
Living



Among those Non-HFC, most of them (45%) claimed they were confident of their health, whereas 27% found the prices too expensive to afford. Lacking of confidence on quality and efficacy of health foods / supplements is also among the top reasons for not purchasing/consuming health foods / supplements (19%).

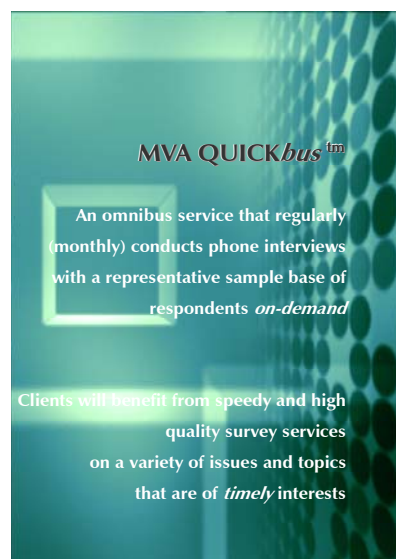
It seems that more education to general public about the needs to take health foods / supplements is important. To induce purchase intention, experience sharing from existing users and recommendations from doctors are suggested. The survey also indicated that offering instant percentage discount upon designated amount of purchase would be an effective marketing tool.

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