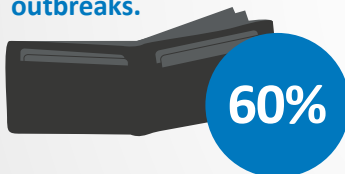


# China Consumer Guide: Food Stockpiling Continued and Groupon Grew

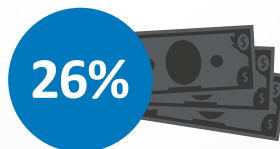
China's most recent pandemic restrictions provided opportunities for businesses like Groupon to connect with consumers. As outbreaks continue to change China's foodservice market, it's critical to understand recent consumer behavior. **Here is a closer look ...**

## Less budget for dine out and delivery

More than 60% of consumers **had lower incomes during early 2022 outbreaks.**



26% expected to be at **lower income levels for the long term.**



More than half of consumers **had less budget for dining out and delivery food,** especially in Tier 2 cities.



## Food stockpiling continued

Pre-packed food, both frozen and non-frozen, became consumers' top pick for food stockpiling.

More than 60% of consumers **plan to continue purchasing pre-packed food when the pandemic ends.**



## Higher awareness for safety

Tier 1 consumers were **extremely sensitive about foodservice safety.**

This was seen in their preference for chain stores, focus on anti-pandemic measures and concern about delivery workers' health status.

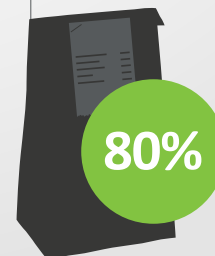


## Groupon was on the rise

Nearly 80% of consumers **purchased food from Groupon in March and April.**

**Top factors for a Groupon purchase included:**

- Quality
- Price
- Delivery time



For more insight, we have prepared an in-depth report to help you understand new trends and shifting consumer behavior related to the 2022 outbreaks. Scan the QR code below to learn more.

Source: The NPD Group/China Sentiment Study, March – April 2022



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