

Newsletter from MVA Business Market & Social Research (BMSR) Group

Hong Kong, 24 September 2009 -

Two recent research surveys undertaken by MVA BMSR Group about the market of health foods/ supplements in Hong Kong and hypermarket shoppers' behavior and attitudes in Beijing have just completed.

The Hong Kong survey reveals that despite the varieties of health foods and supplements available in the market, targeting an array of health needs for nourishment of different body parts and general physical enhancements, regular consumptions of these health foods/ supplements are not high among Hong Kong residents. About 1 in 3 of those with regular consumption pattern in the past year had only started taking health foods/ supplements within the last 6 months of the survey - that is around the time when local outbreak of H1N1 Swine Flu in Hong Kong began in May. On the other hand, the survey has also suggested that further potentials in the health foods/ supplements markets are yet to be developed as the young (below 30) and the elderly (55+) segments present growth opportunities. Products for promoting stronger immune system, vim and vigor, and healthy digestive system/ bowel movements are currently popular items taken by the consumers.

In the capital city of Beijing, as the 60th anniversary of the founding of the People's Republic is approaching, MVA BMSR has taken the opportunity to study the changing consumer behaviors in retail shopping at HYPERMARKETS. It is noted that majority of hypermarket shoppers in Beijing are between the ages of 21-40 (60.0%) and 41-60 (31.1%); the 'Below 21' and 'Over 60' however prefer to shop at the modern and trendy convenience stores and smaller neighborhood shops/ supermarkets respectively. French hypermarket operators, Carrefour and Auchan; US operators, Wal-Mart; and local players, Merry-mart 美廉美 and Wu-mart 物美, are popular hypermarkets among the surveyed Beijing shoppers. Each of these hypermarket brands has their relative strengths and weaknesses as perceived by the surveyed respondents - and the details are included in the newsletter attached.

For more details on the above surveys and MVA BMSR's services, please kindly contact MVA BMSR in Hong Kong:

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(to be officially launched on 28 September, 2009)

About MVA:

Welcome to the MVA Group

The MVA Group, which was founded in the UK in 1968, comprises of a diverse group of results-oriented people providing an array of consulting services in Europe, Middle East and Asia-Pacific region.

The Group presently practices from:

- 6 offices in the **United Kingdom** – Woking, London, Manchester, Birmingham, Edinburgh and Glasgow;
- Dublin in **Ireland**,
- Paris, Lyon and Marseille in **France**;
- Dubai in the **Middle East**; and
- Hong Kong, Beijing, Shenzhen, Singapore, Bangkok, New Delhi and Mumbai in the **Asia-Pacific**.

500 people across 4 continents with 40 years' experience

...5 sectors working together to create joined-up solutions:

Business Consulting – Marketing & Social Research – Management Information Systems - Transport Planning Policy & Strategy - Revenue & Patronage Risk Management

MVA in Asia

– from Hong Kong to the rest of Asia, since 1978

The companies within the Group work closely together to pool experience and resources as appropriate, and many projects include staff from more than one Group companies. MVA's ability to readily supplement its local resources in Hong Kong/Mainland China with the international resources and network of the MVA Group (with over 320 staff based outside of Hong Kong/Mainland China) ensures that the firm is able to provide the level of consultancy support required for assignments demanding a wide range of professional expertise.

Celebrating its 30th anniversary this year, MVA operation in Hong Kong was first established in 1978. Today the Asian headquarters has more than 160 staff resident in the HKSAR & Mainland China, the majority of whom are professionally qualified specialists in economics, statistics, business consulting & marketing research, transport planning, investment appraisal, traffic engineering and computer science.

MVA's major consultancy services encompass the following key areas:

- Business Consulting
- Marketing & Social Research
- Management Information Systems
- Transport Planning Policy & Strategy
- Revenue & Patronage Risk Management