

Decision factors on what to eat or drink

Global GfK survey



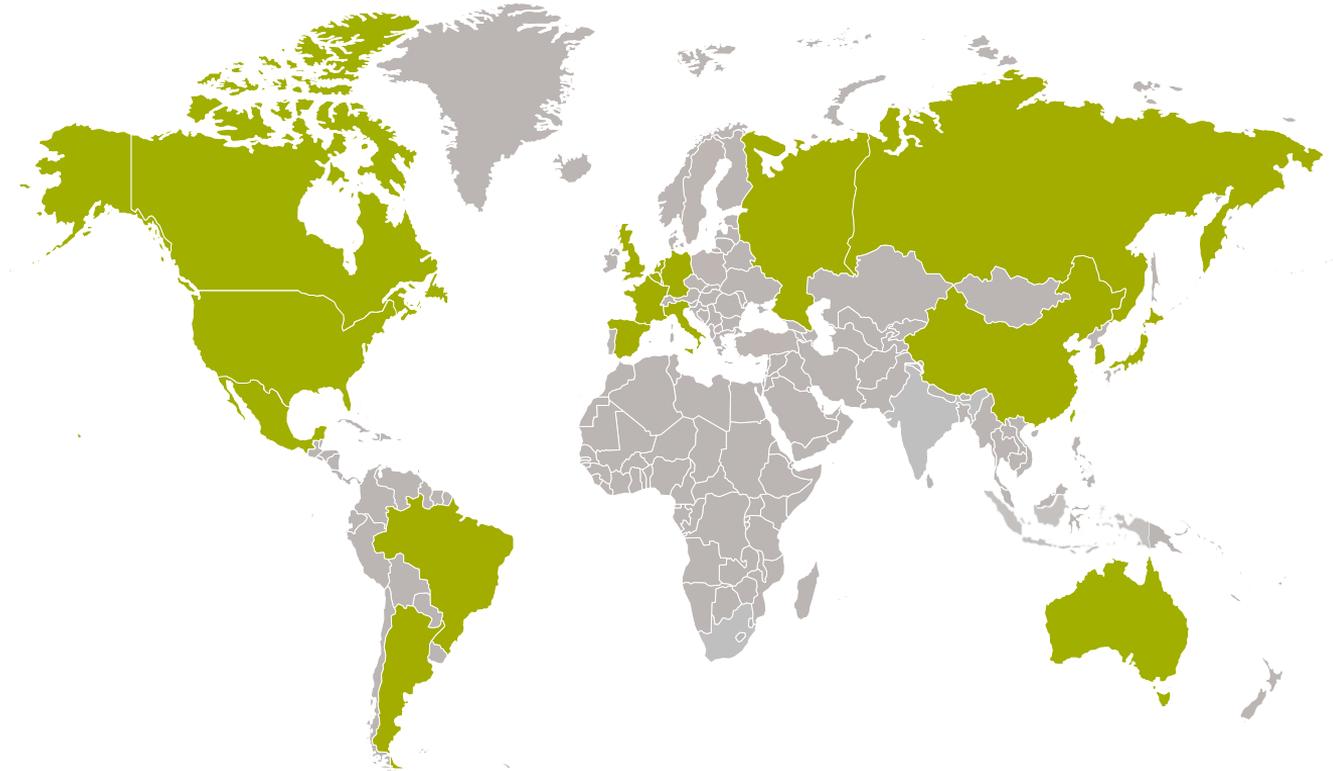
October 2017

Global GfK survey: Decision factors on what to eat or drink

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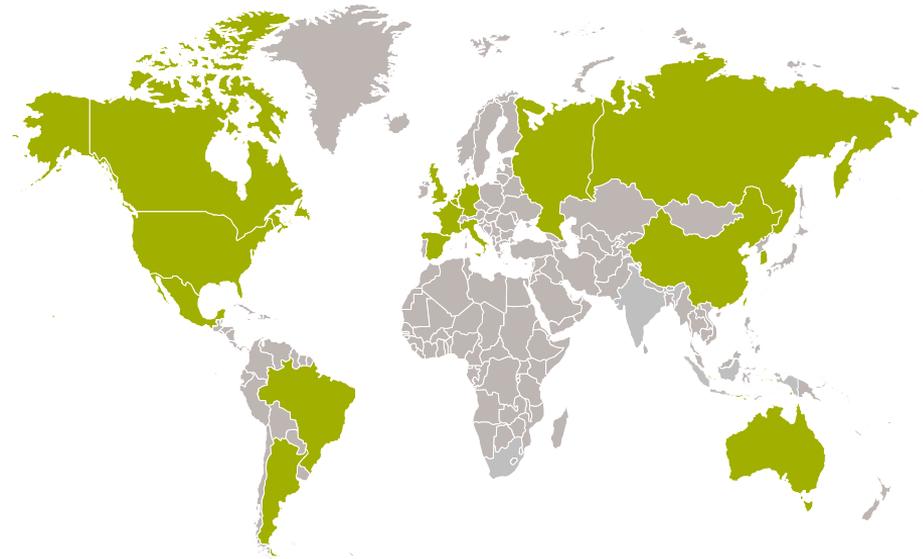
To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2017 more than 23,000 consumers (aged 15 and older) in 17 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market. The global/total sample average shows the percentage for the weighted proportion of the target population relative to the other countries within a global, regional or other multi-country total and it is not a numerical addition of the average percentages from each country.

- Argentina (online/n=1,017)
- Australia (online/n=1,239)
- Belgium (online/n=1,009)
- Brazil (online/n=1,513)
- Canada (online/n=1,009)
- China (online/n=1505)
- France (online/n=1,510)
- Germany (online/n=1,535)
- Italy (online/n=1,517)
- Japan (online/n=1,763)
- Mexico (online/n=1,017)
- Netherlands (online/n=1,026)
- Russia (online/n=1,522)
- South Korea (online/n=1,011)
- Spain (online/n=1,506)
- UK (online/n=2,175)
- USA (online/n=1,503)



Question



When deciding which food or beverage product to eat or drink, how important are the following in making your decision?

Options:

- It is organic or made from organic ingredients
- It is made locally or uses local ingredients
- It is a low-sugar or sugar-free product
- It is low fat or no fat
- It is a low-sodium, low-salt product
- It is fortified with vitamins or minerals
- It contains pre- or pro-biotics
- It is free from GMO (genetically-modified) ingredients
- It is gluten-free

Data used in this presentation represents the Top 2 boxes “Very important” and “Extremely important” out of a 5-point-scale.

Global results

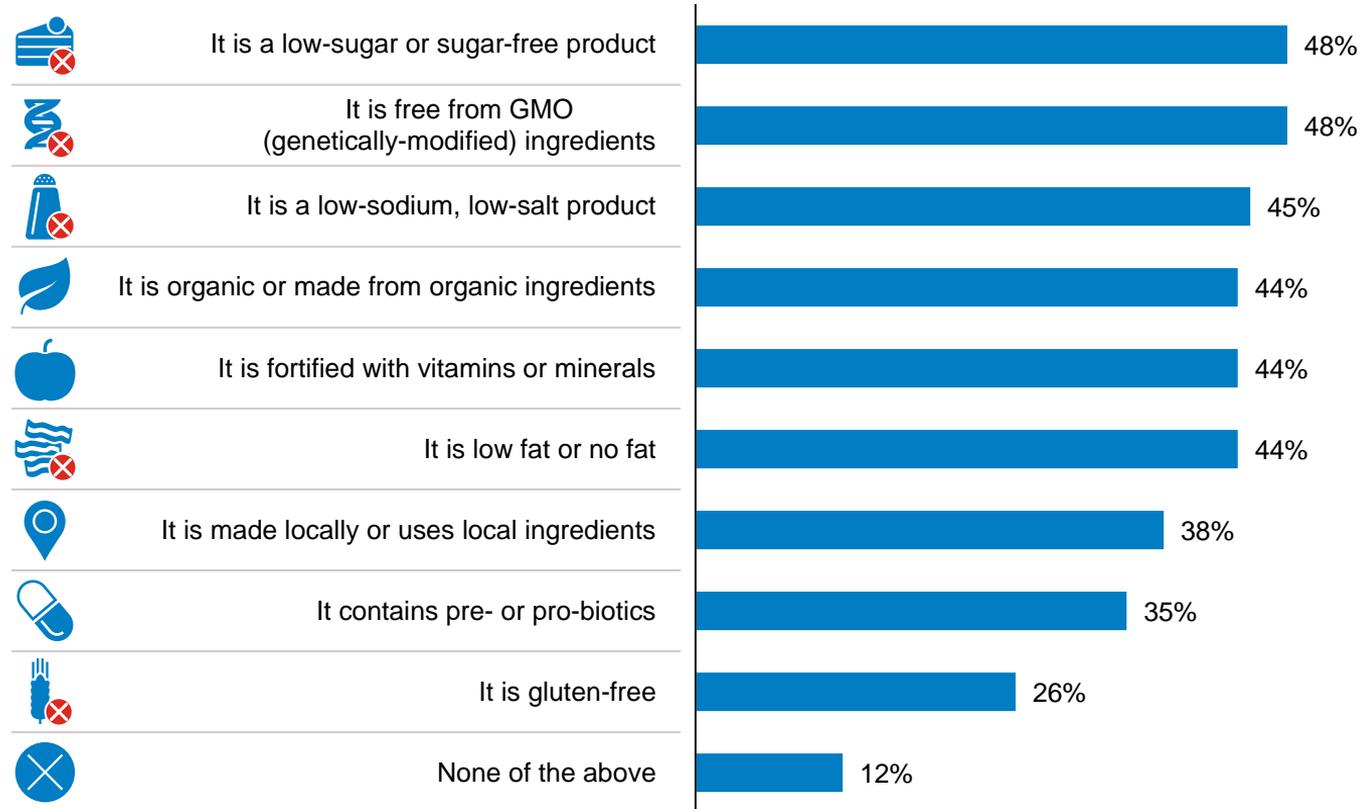


Highlights

- GfK, asked 23,000 consumers online in 17 countries about how important certain factors are, from a given list, when deciding what to eat or drink.
- Nearly half (48 percent) report that products being low-sugar or sugar-free is “extremely” or “very” important to them, and an equal number say the same for products being free from genetically-modified (GMO) ingredients. Low sodium or low-salt products came third (45 percent)
- The most selective food and drink shoppers are those aged 30-39 years old. This group nearly always has the highest percentage when it comes to rating factors as “very” or “extremely” important.
- Products which are organic, or fortified with vitamins or minerals, as well as pre- or pro-biotics and gluten-free products are more important among people who are under 40 than the older age-groups.
- Chinese are the most selective on what to eat and drink. China comes first in eight out of the nine factors surveyed, for having the highest percentage of people placing importance on that item. The exception is for locally produced products, where Italy takes the lead.

Decision factors on what to eat or drink

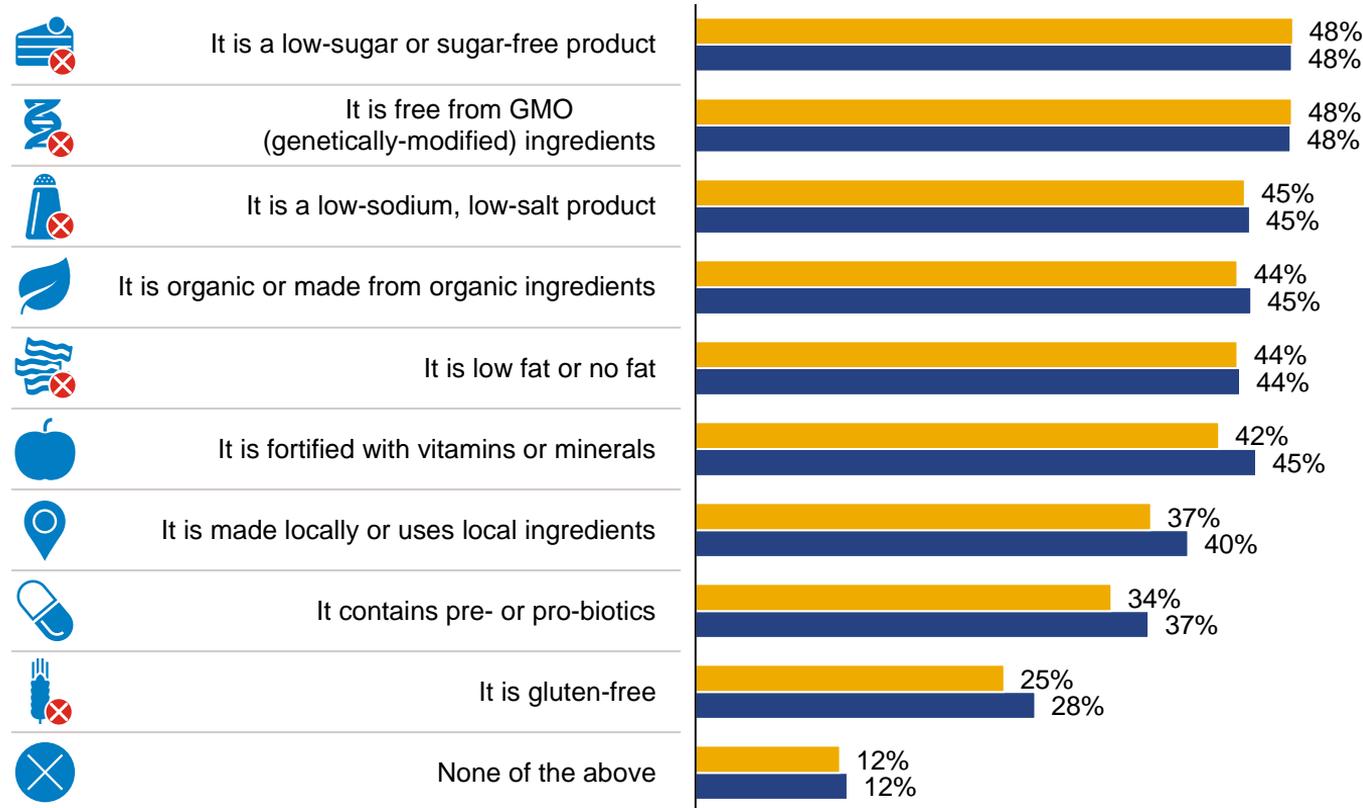
Average across all 17 countries



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

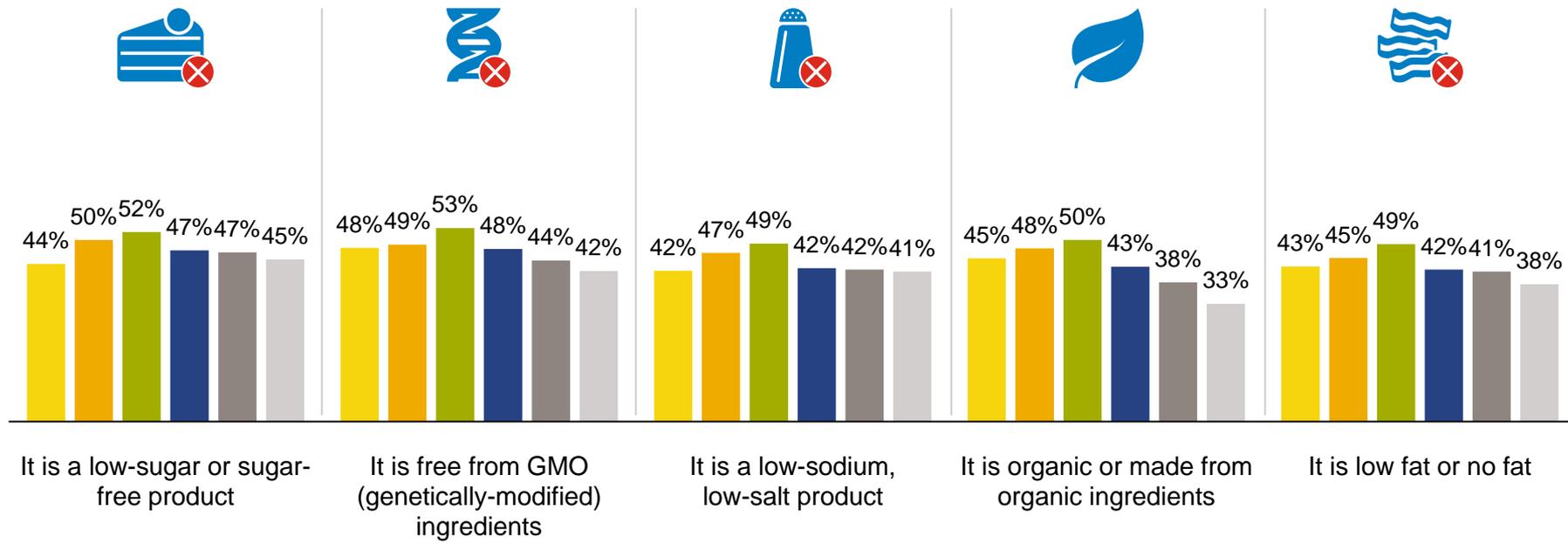
Average across all 17 countries among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across all 17 countries among age-groups (1/2)



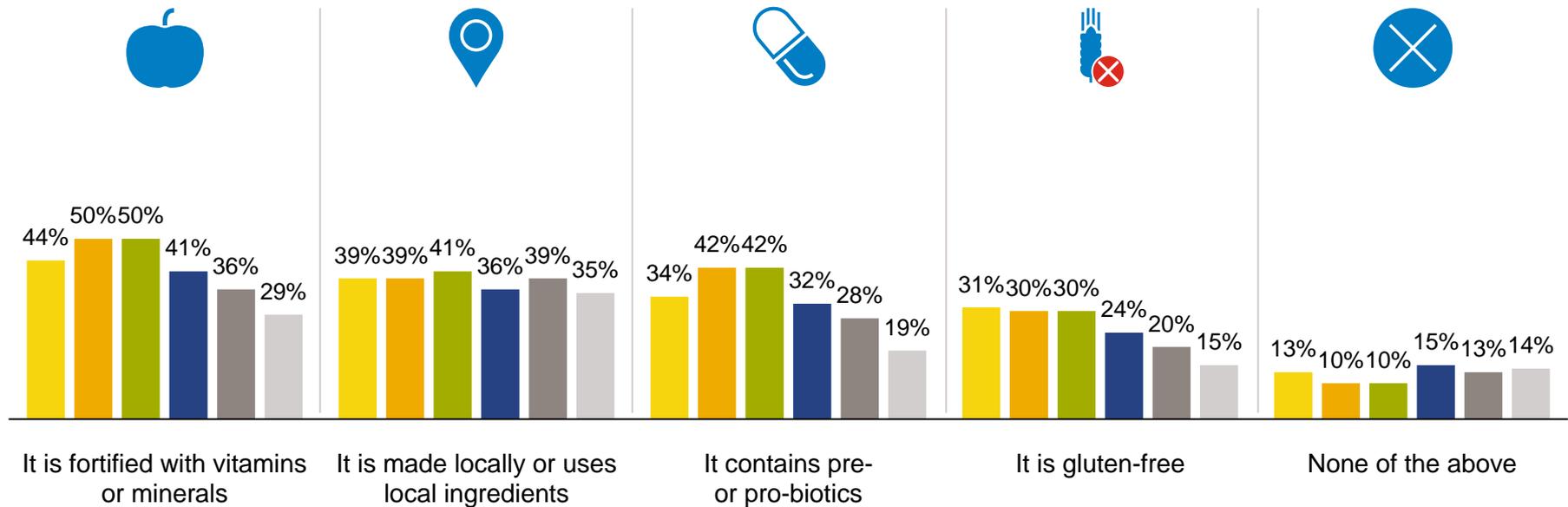
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across all 17 countries among age-groups (2/2)



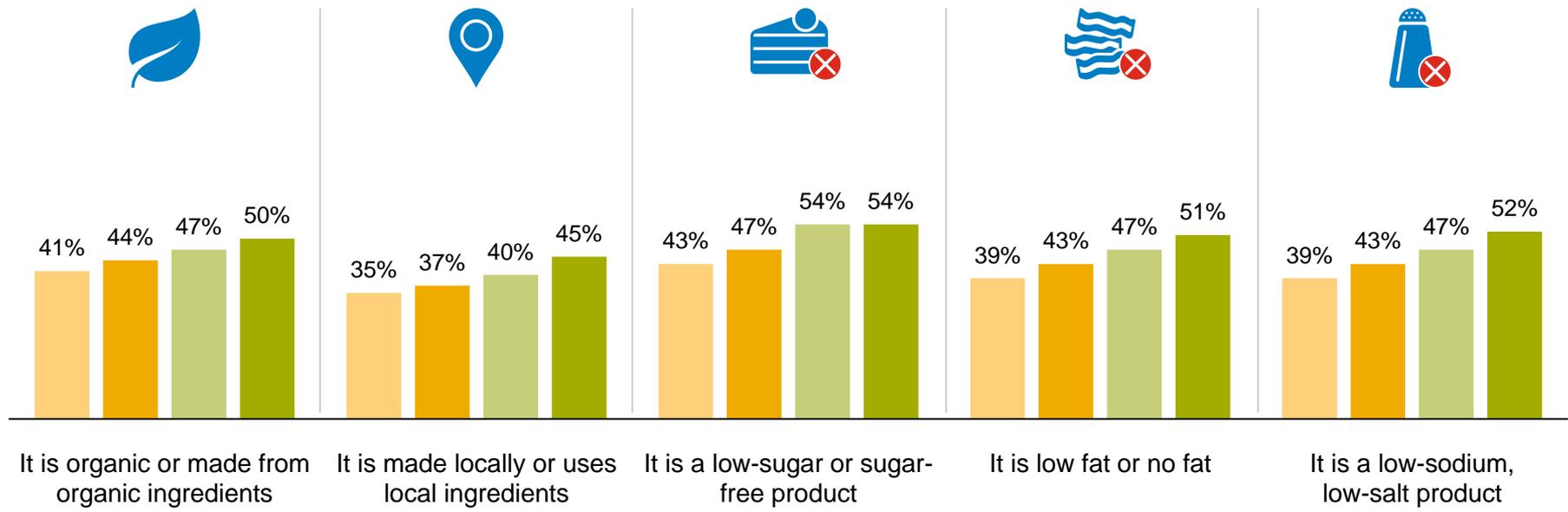
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across all 17 countries among income quartiles (1/2)

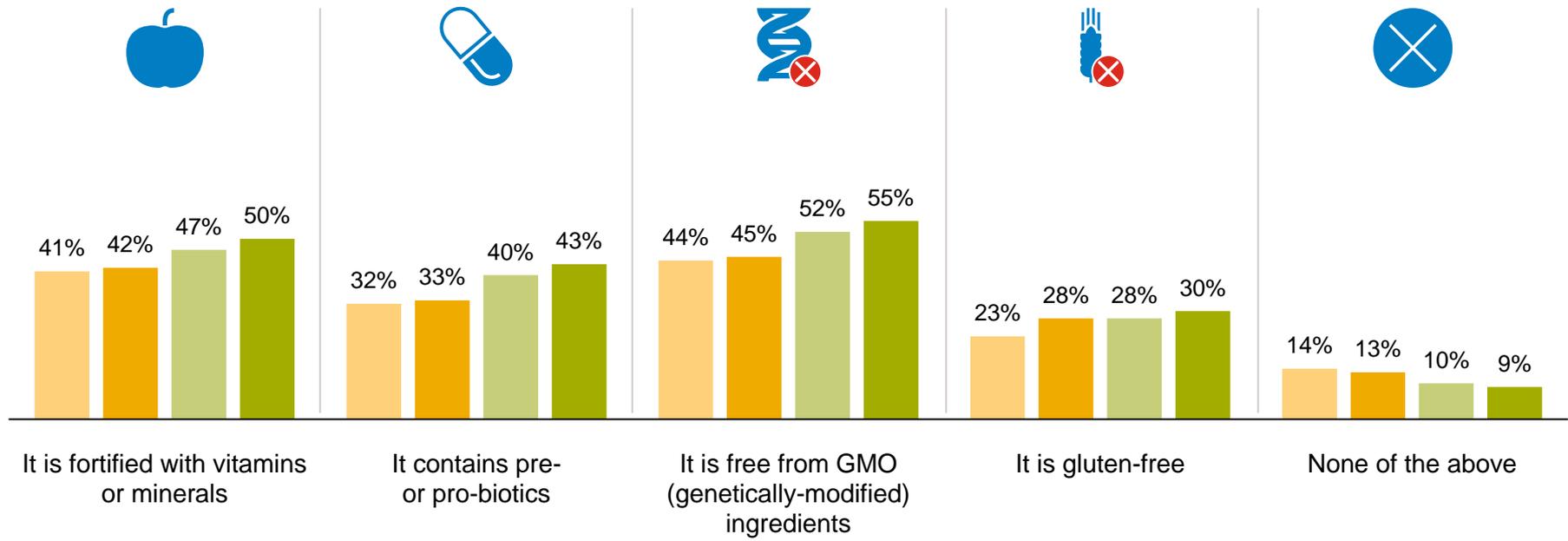


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Decision factors on what to eat or drink

Average across all 17 countries among income quartiles (2/2)

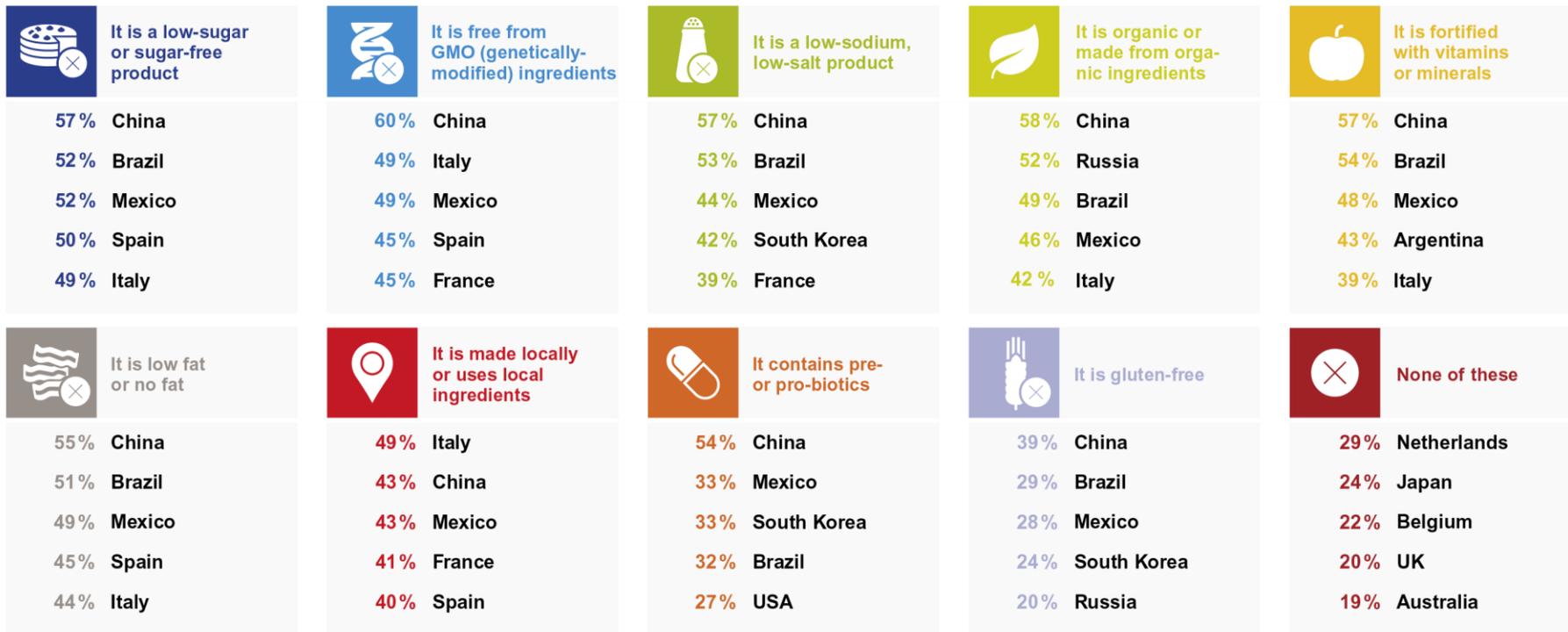


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 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Decision factors on what to eat or drink

Top 5 countries per factor



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

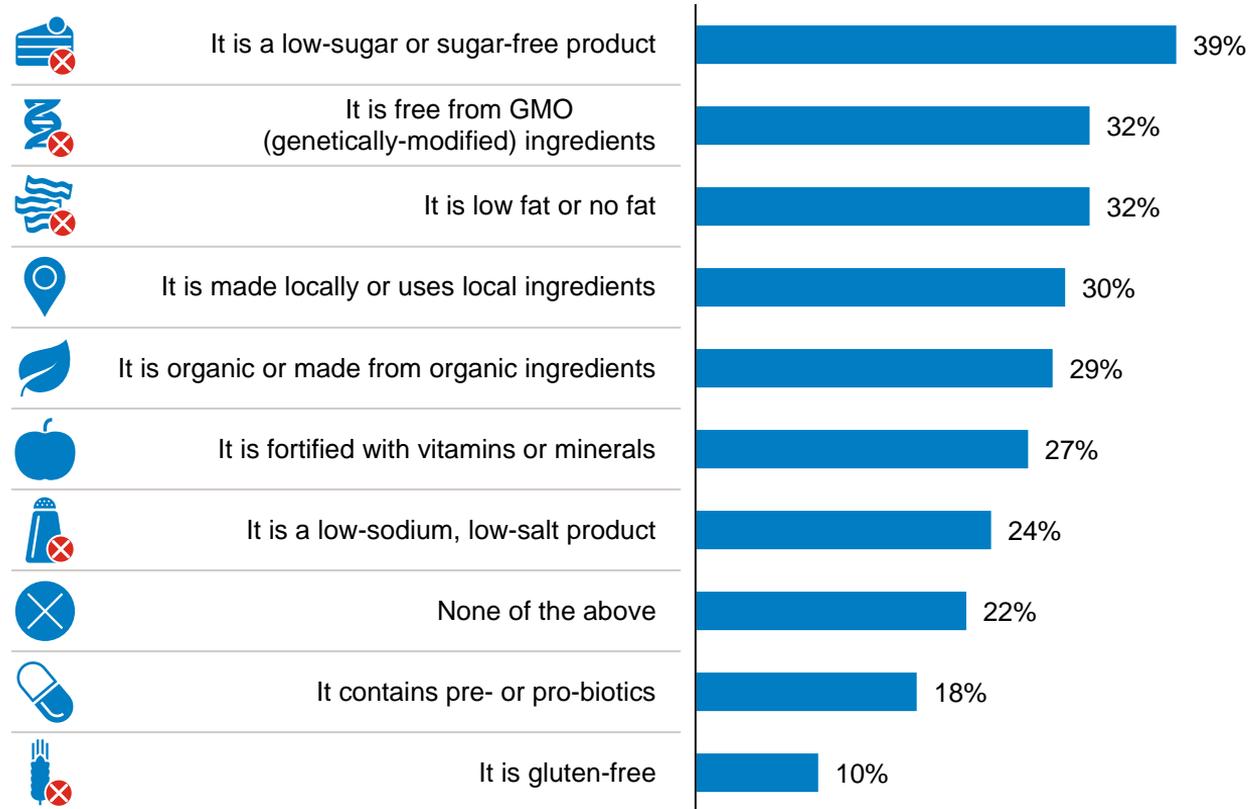
Country results – Europe

Belgium



Decision factors on what to eat or drink

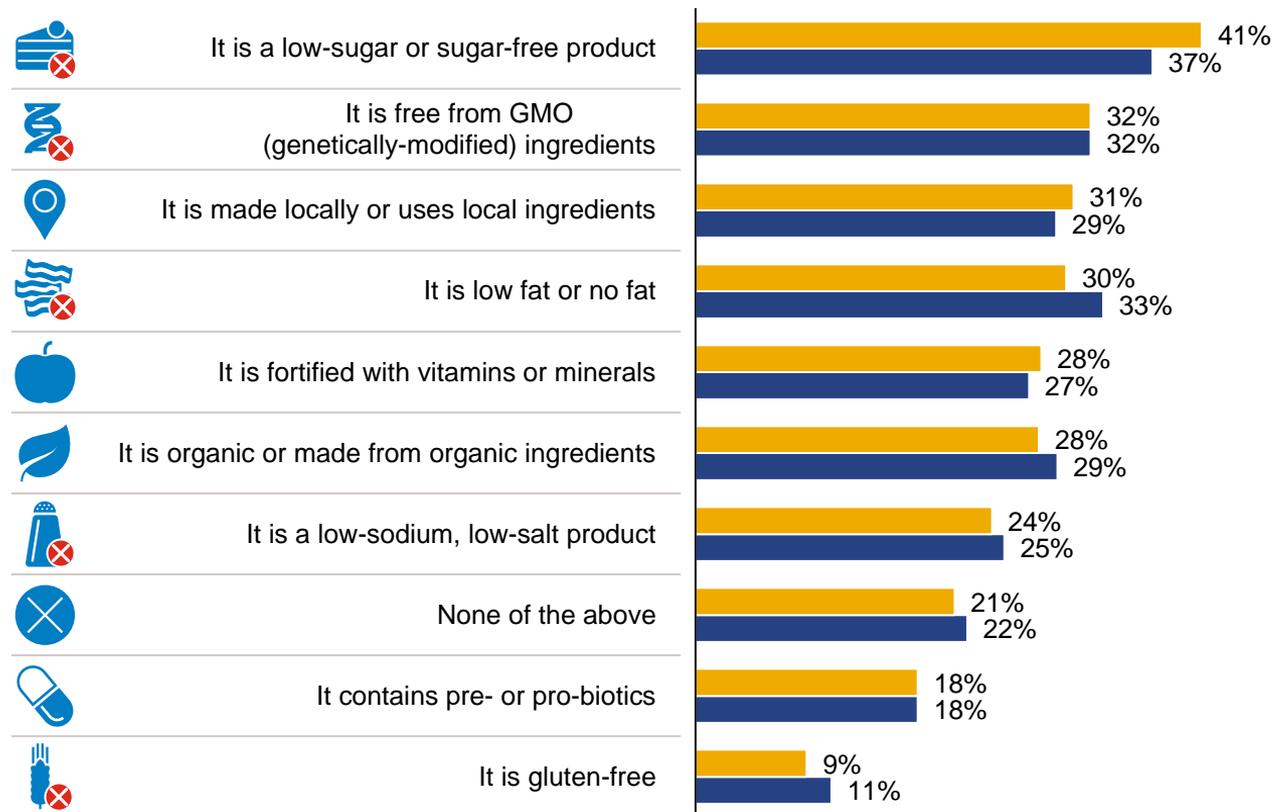
Average across Belgium



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

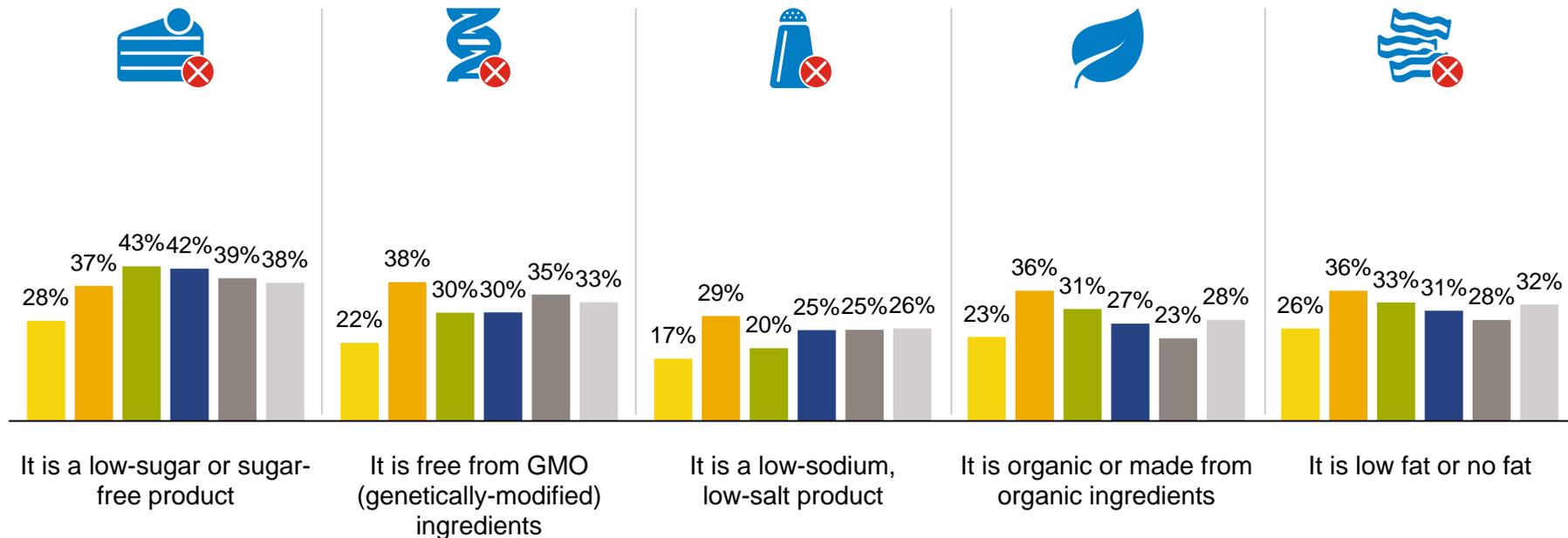
Average across Belgium among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Belgium among age-groups (1/2)



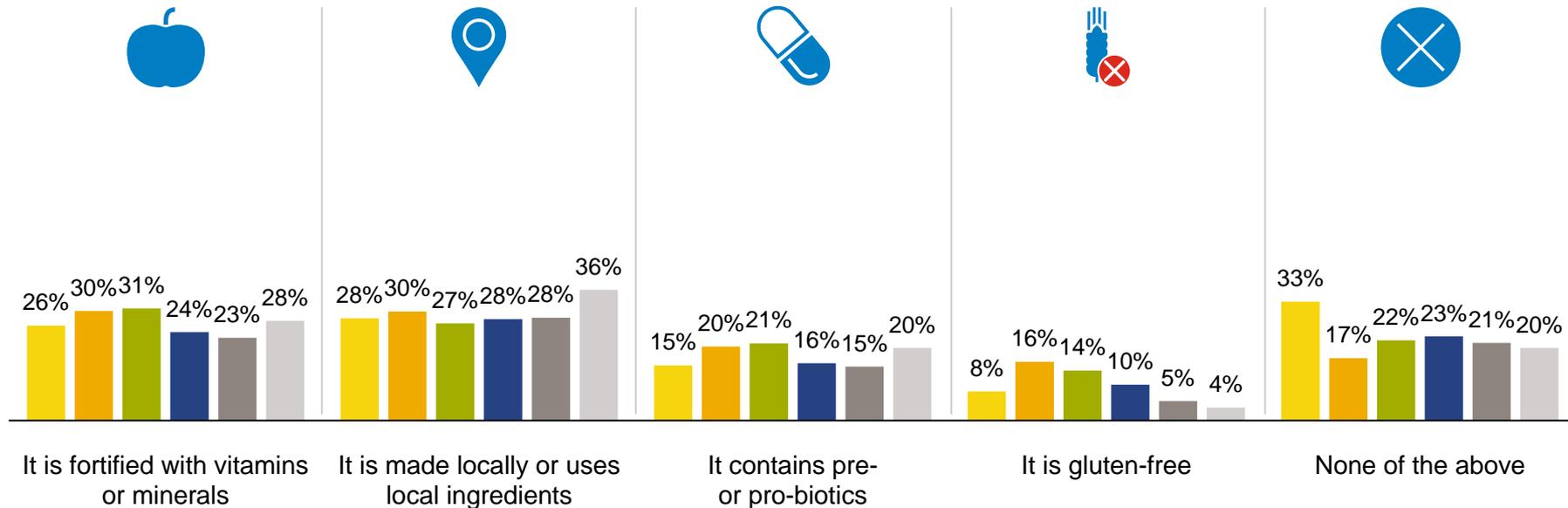
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Belgium among age-groups (2/2)



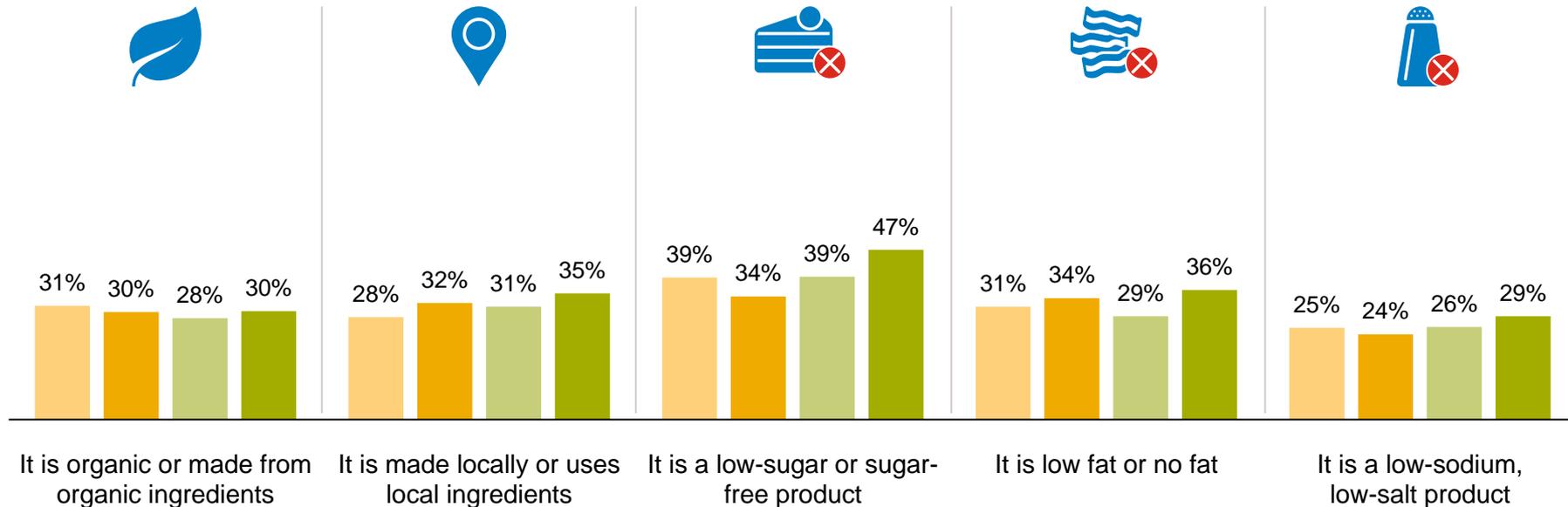
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Decision factors on what to eat or drink

Average across Belgium among income quartiles (1/2)

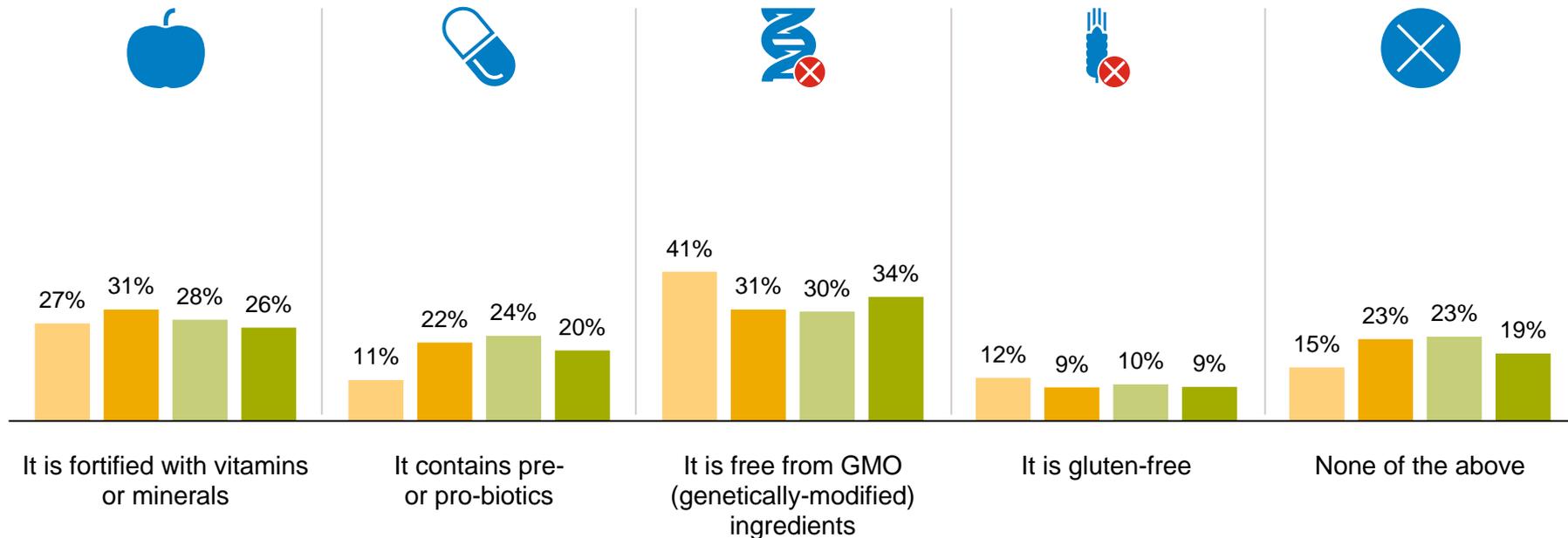


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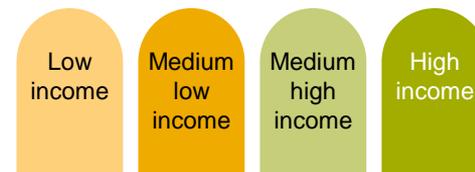


Decision factors on what to eat or drink

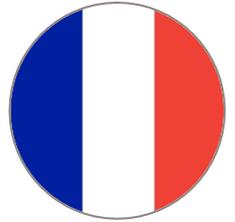
Average across Belgium among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

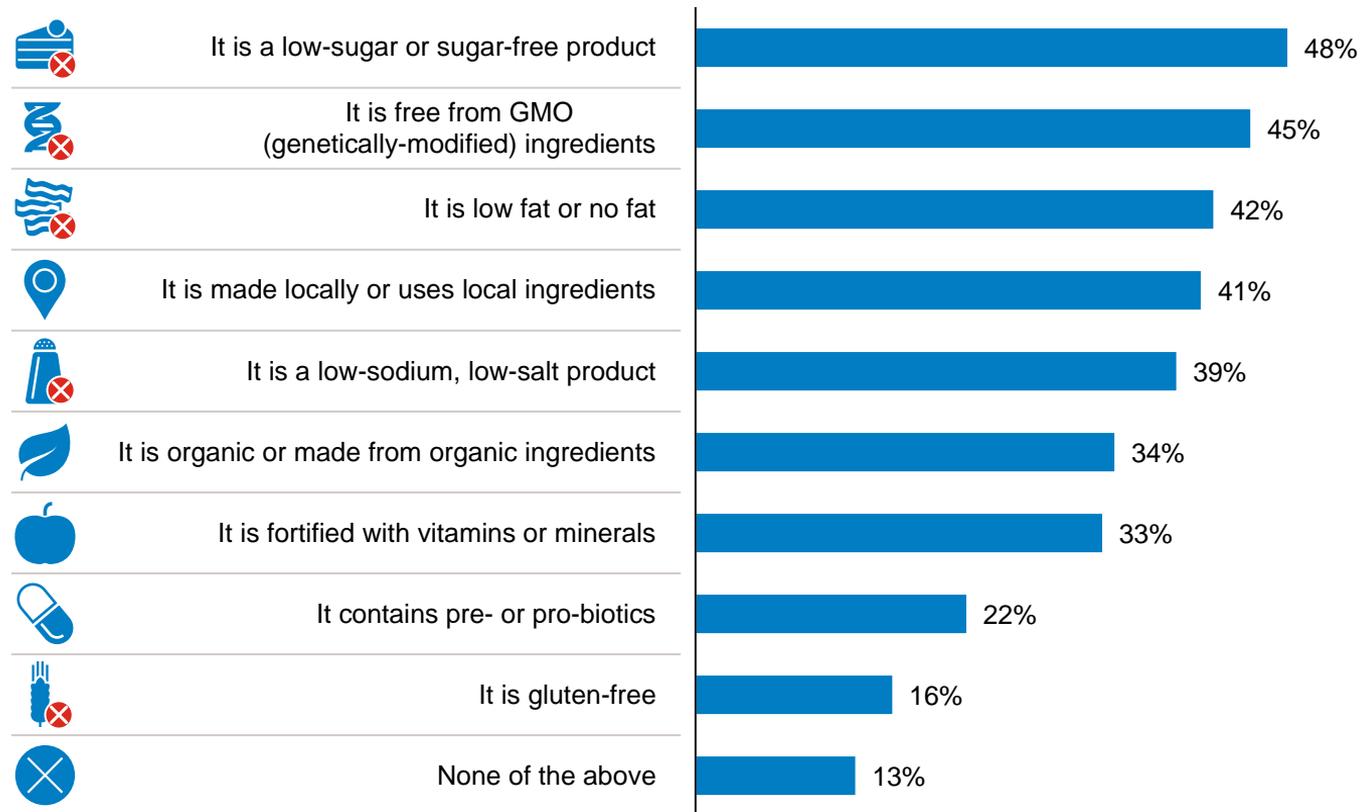
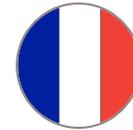


France



Decision factors on what to eat or drink

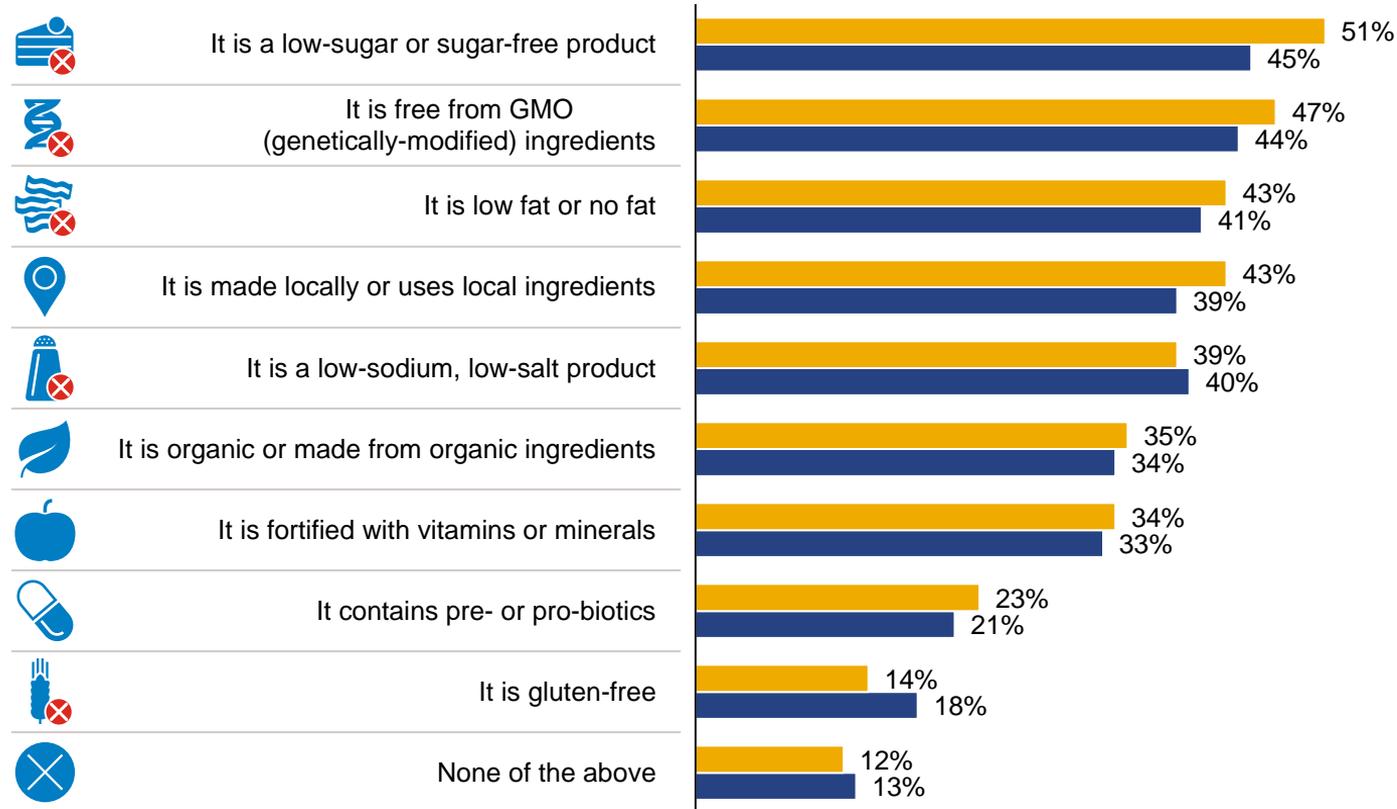
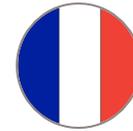
Average across France



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

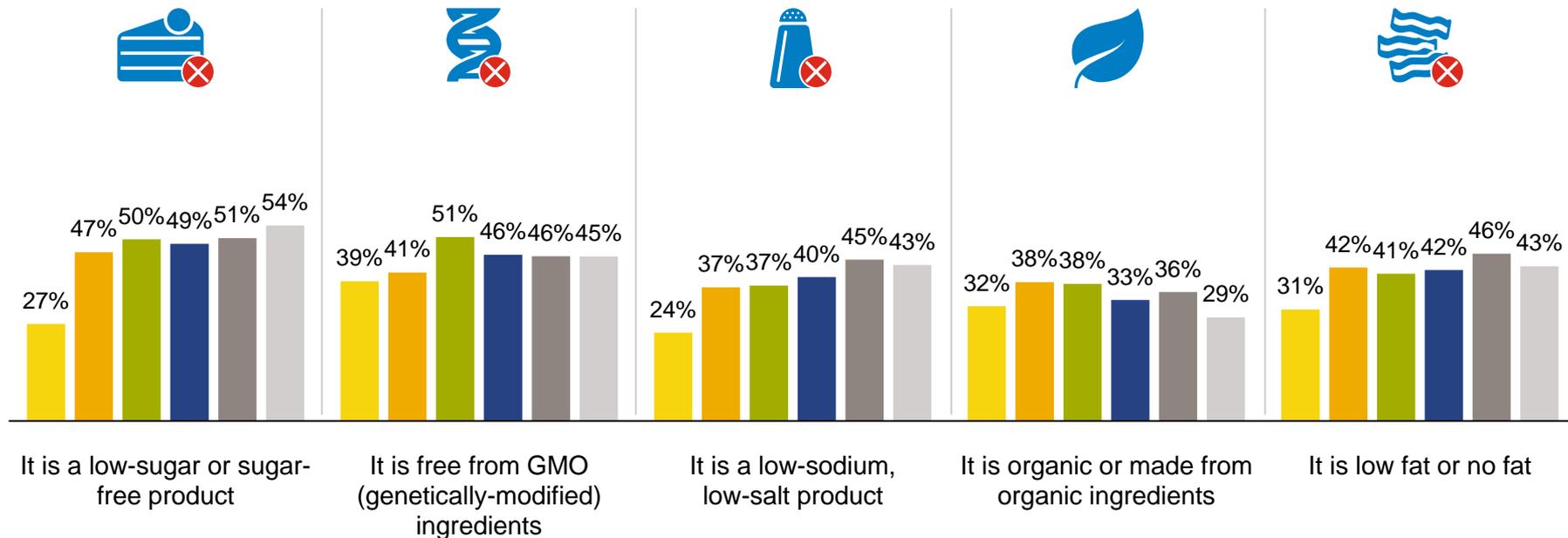
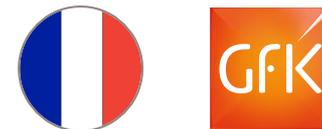
Average across France among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across France among age-groups (1/2)



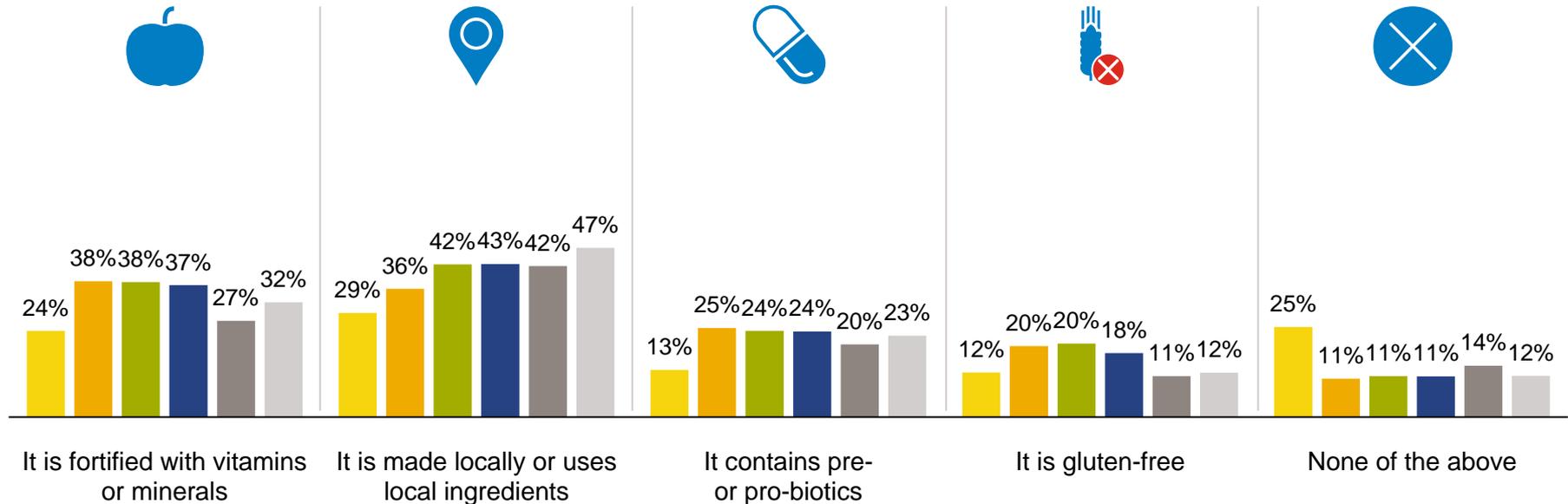
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Decision factors on what to eat or drink

Average across France among age-groups (2/2)



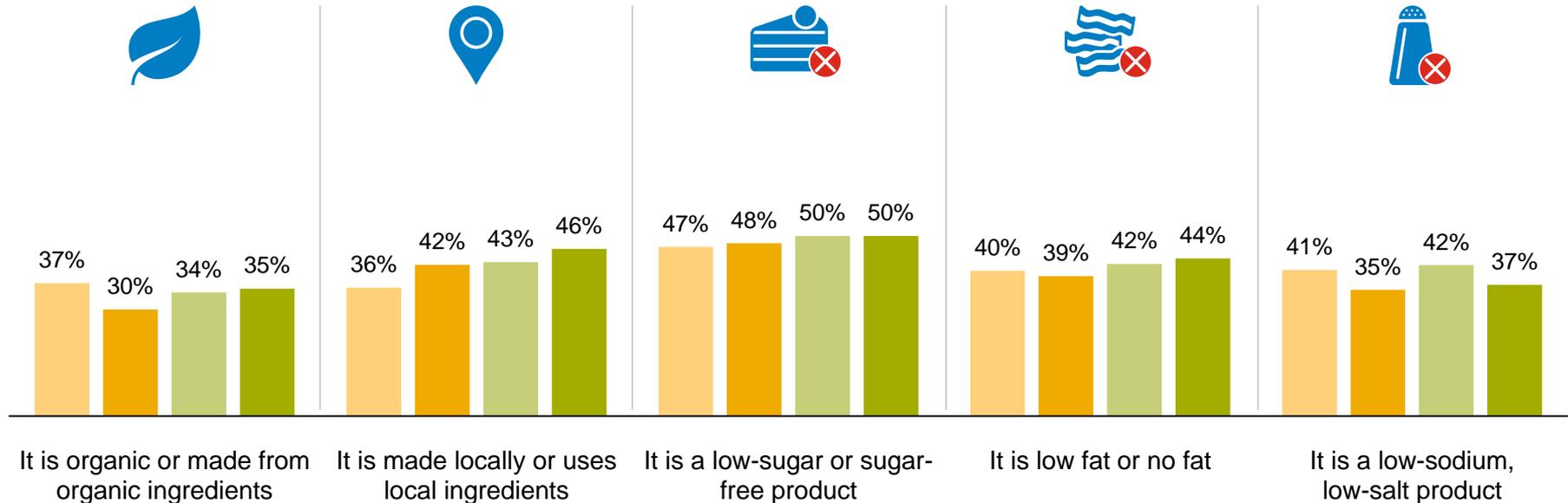
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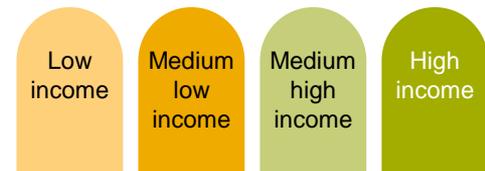


Decision factors on what to eat or drink

Average across France among income quartiles (1/2)

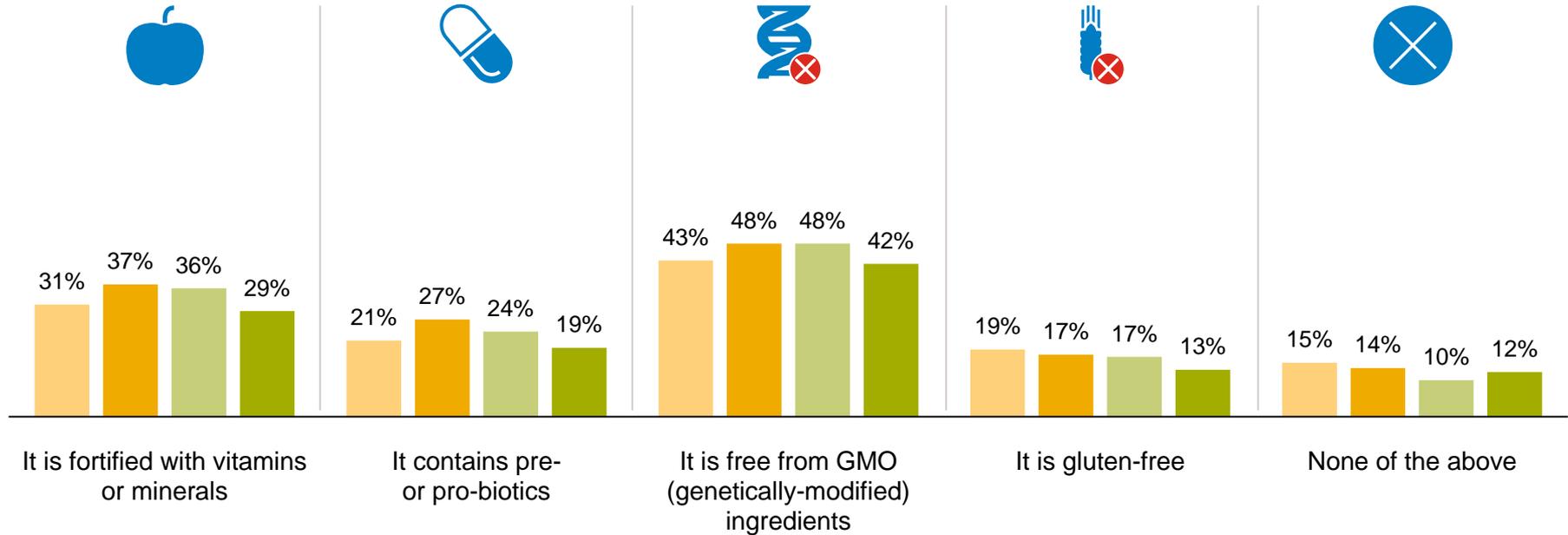


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Decision factors on what to eat or drink

Average across France among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
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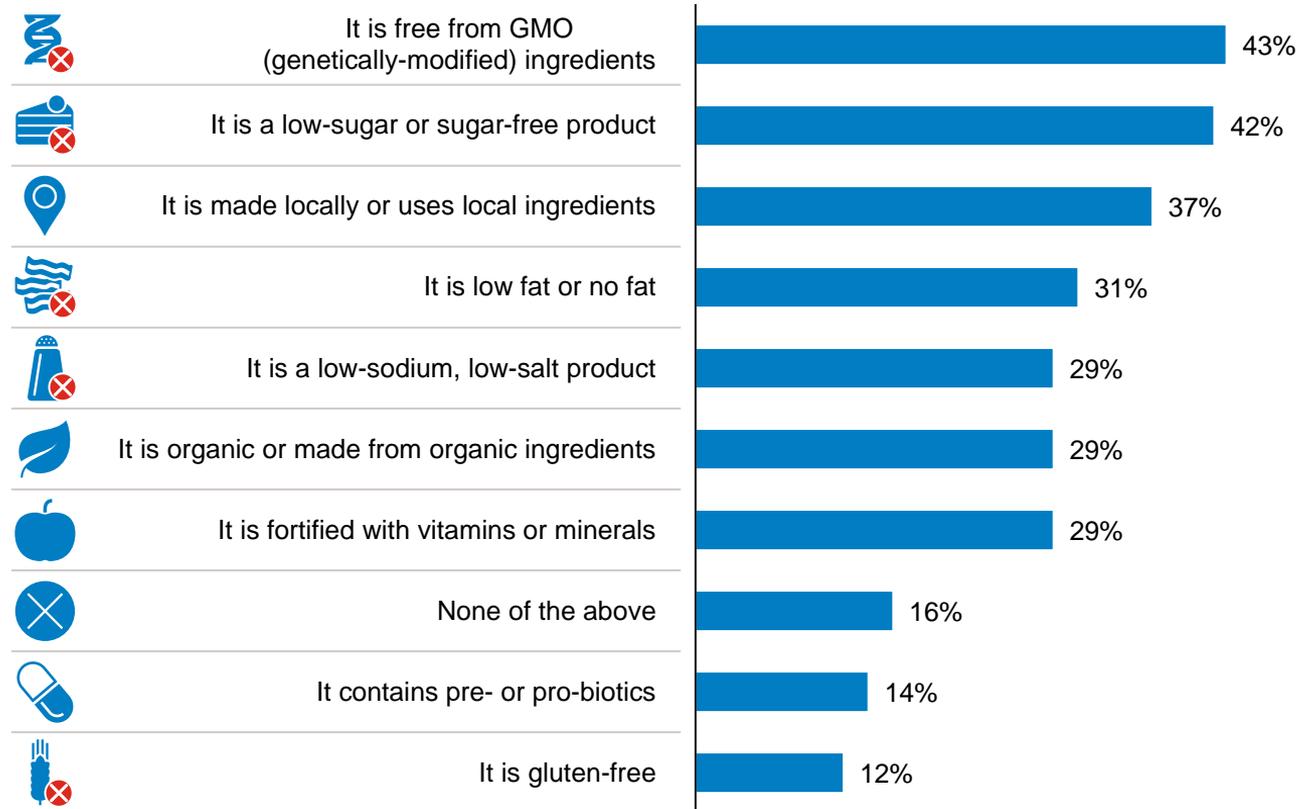


Germany



Decision factors on what to eat or drink

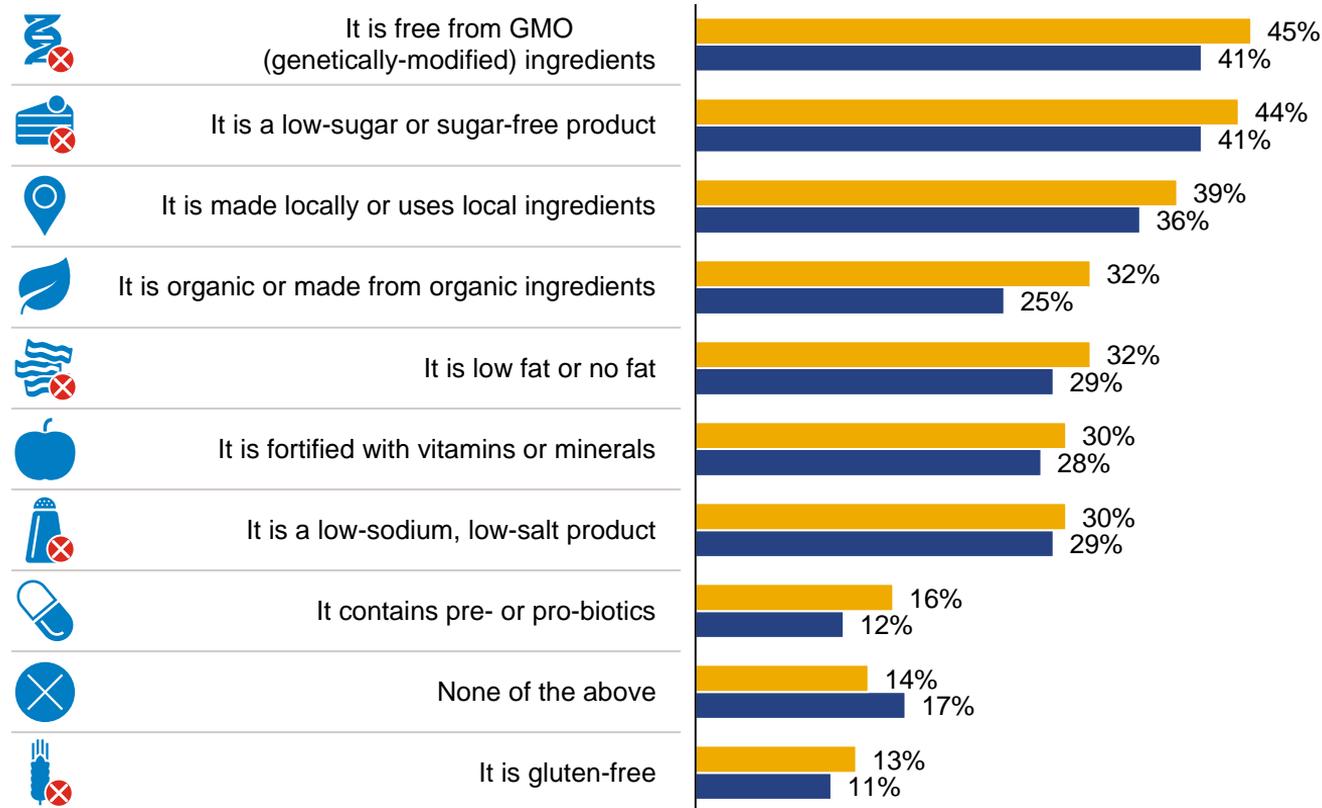
Average across Germany



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

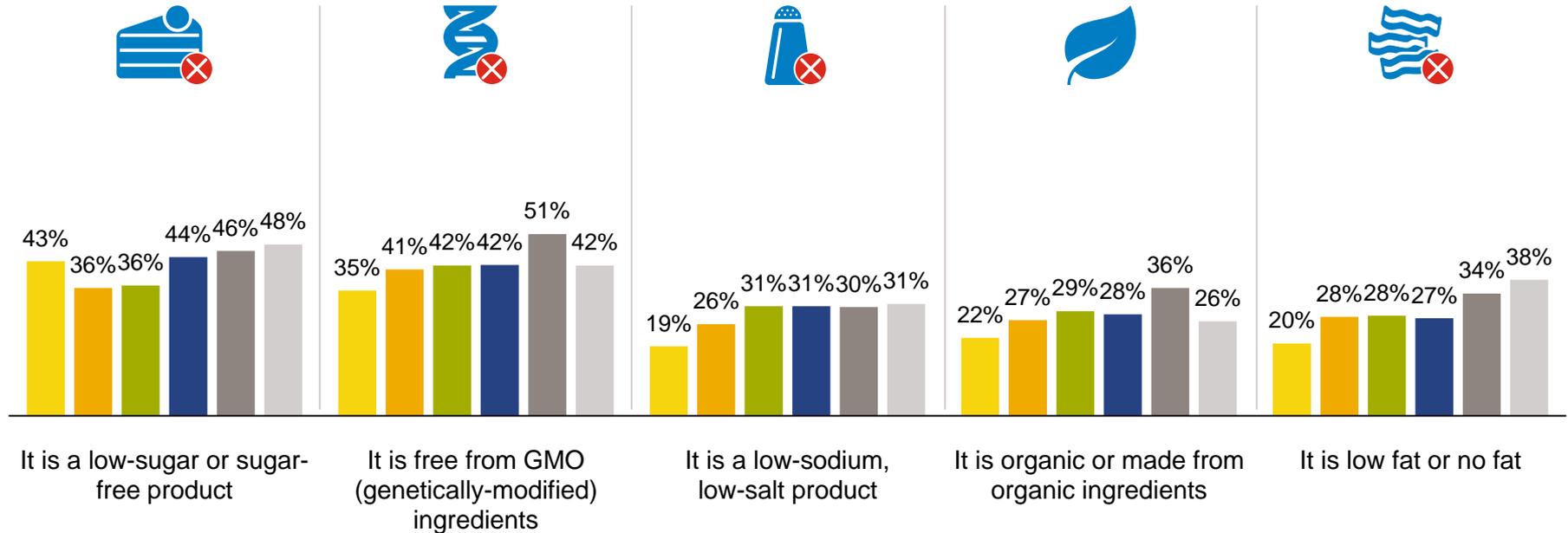
Average across Germany among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Germany among age-groups (1/2)



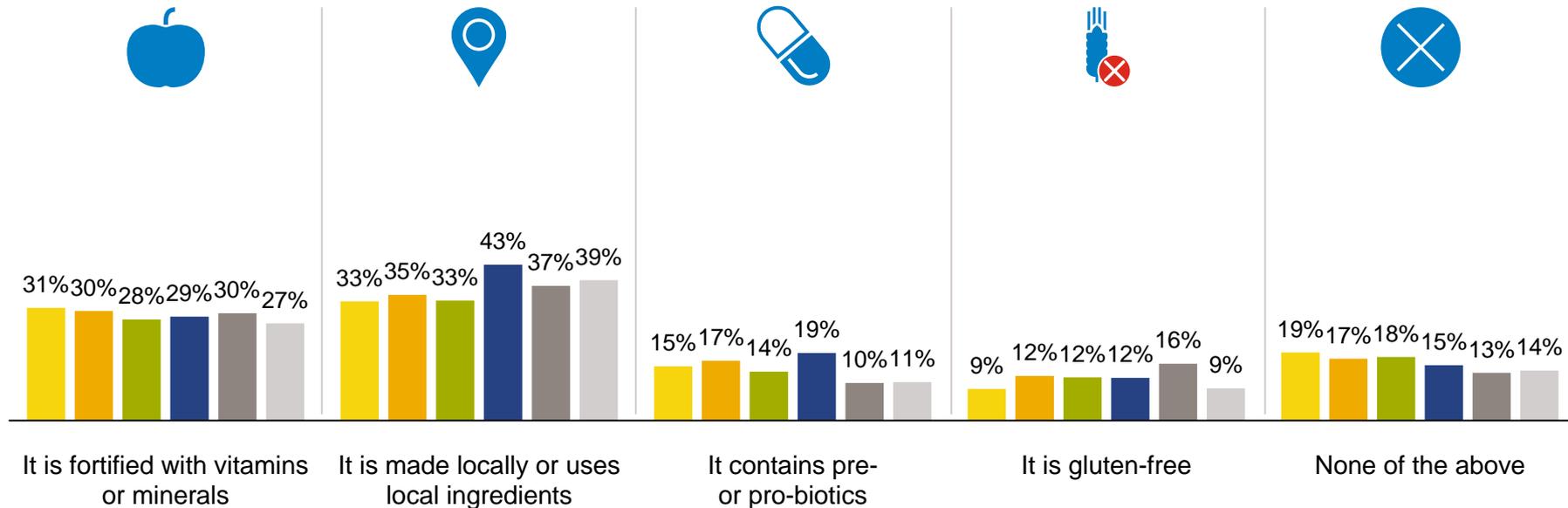
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Decision factors on what to eat or drink

Average across Germany among age-groups (2/2)



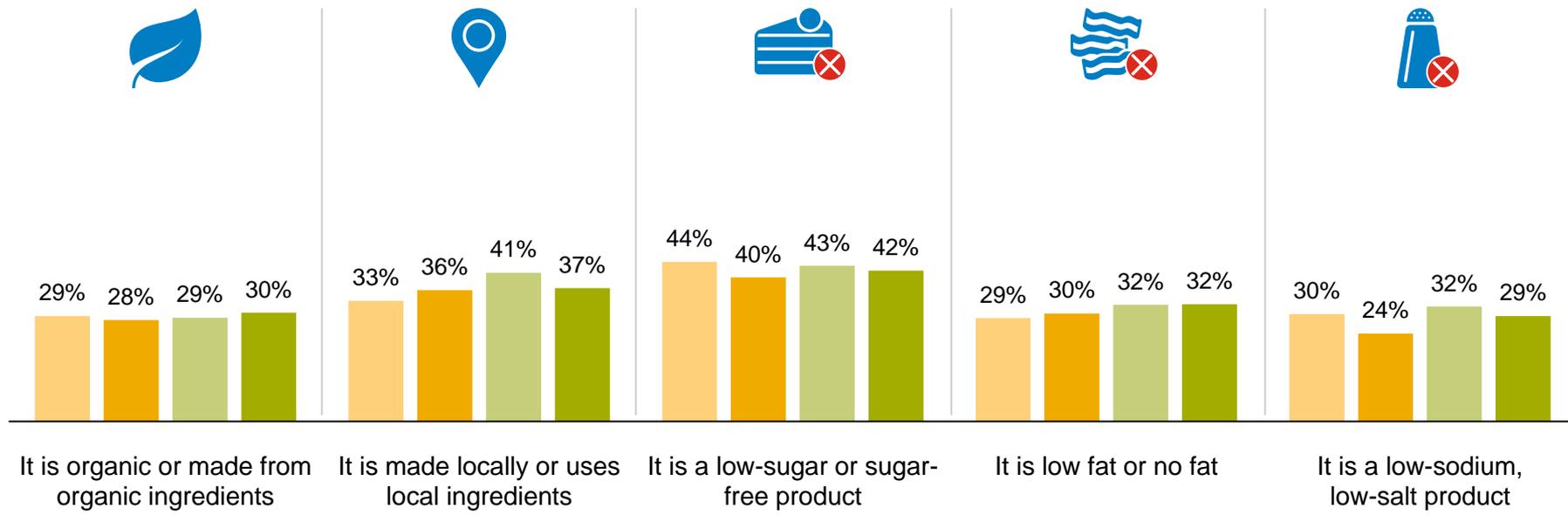
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Decision factors on what to eat or drink

Average across Germany among income quartiles (1/2)

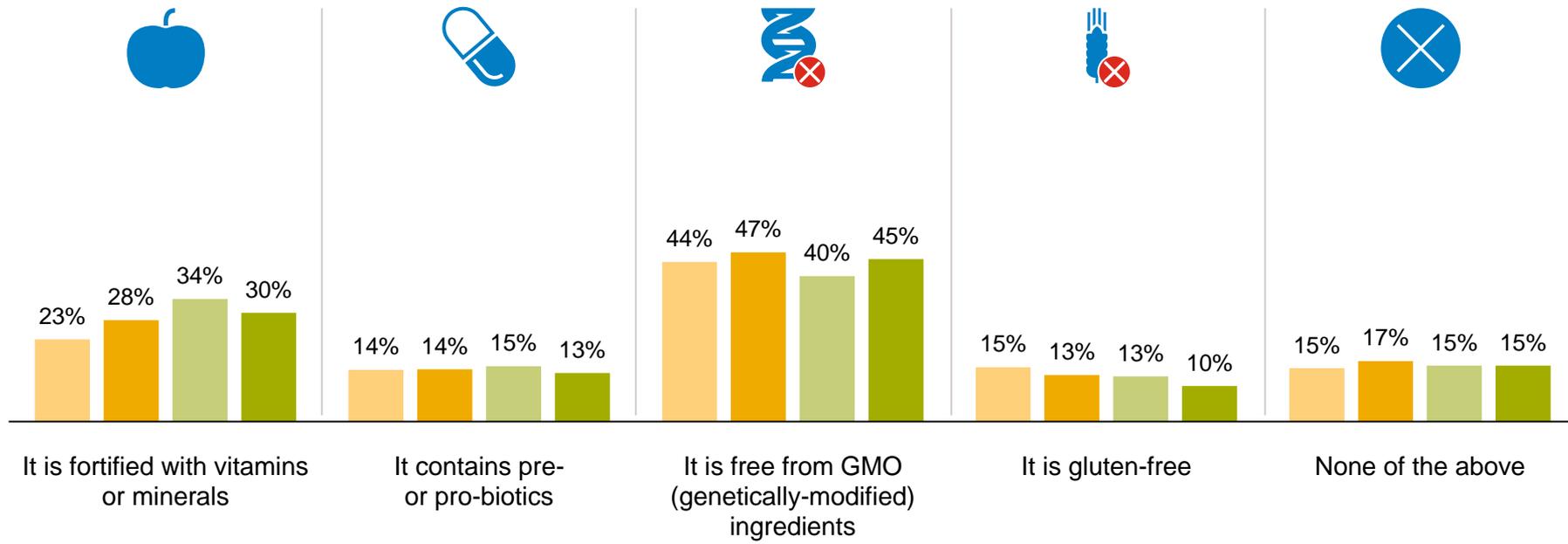


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Decision factors on what to eat or drink

Average across Germany among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
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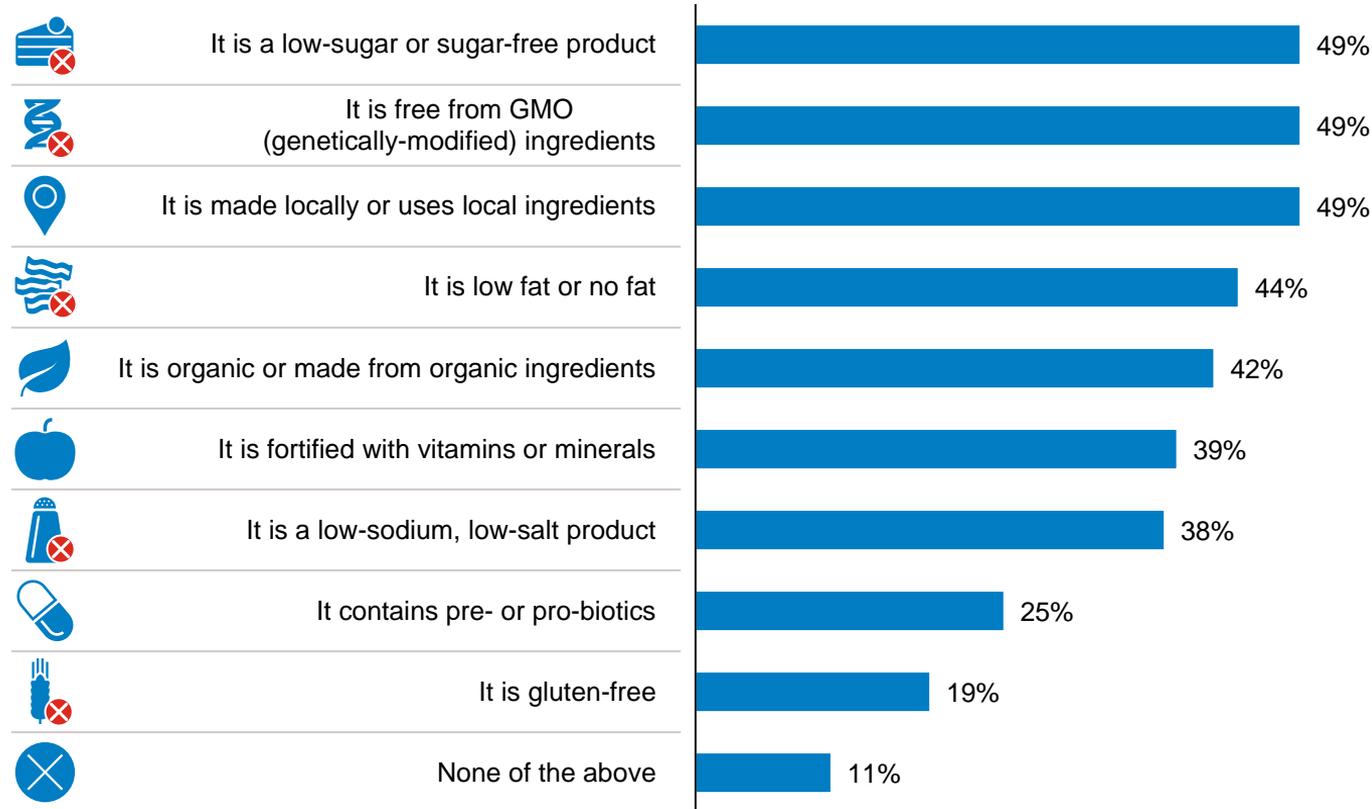


Italy



Decision factors on what to eat or drink

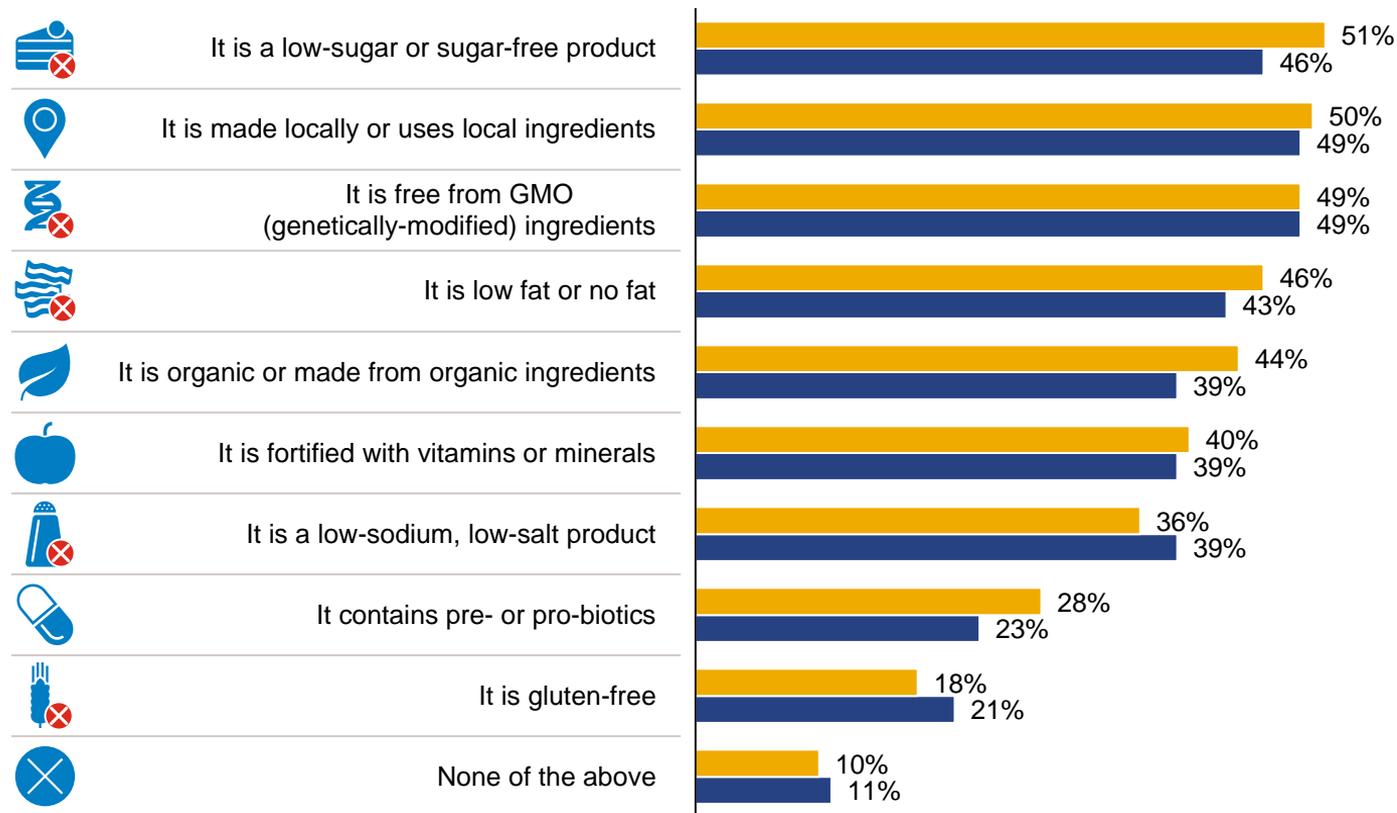
Average across Italy



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

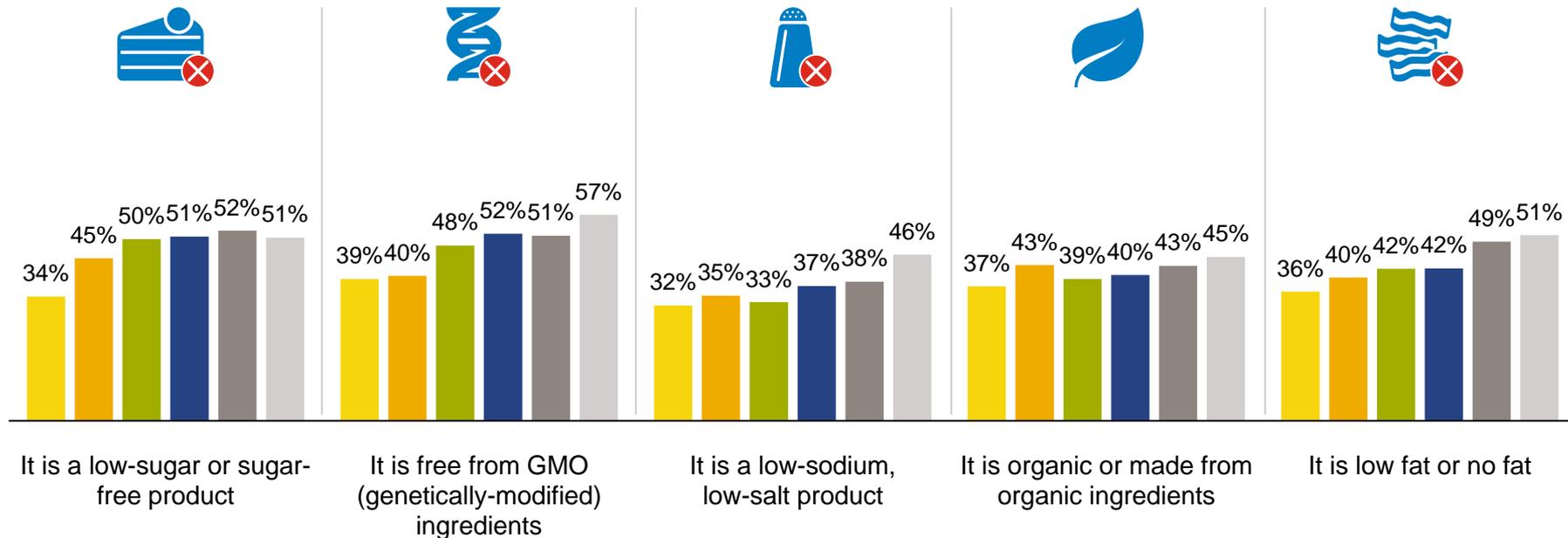
Average across Italy among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Italy among age-groups (1/2)



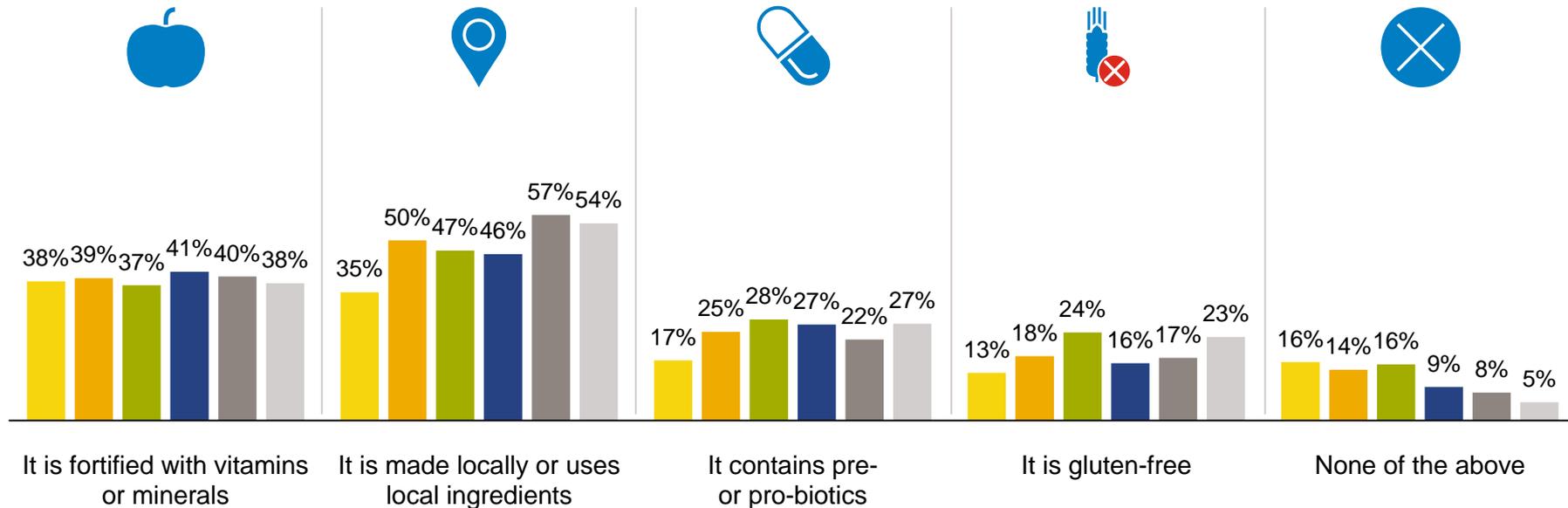
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Decision factors on what to eat or drink

Average across Italy among age-groups (2/2)



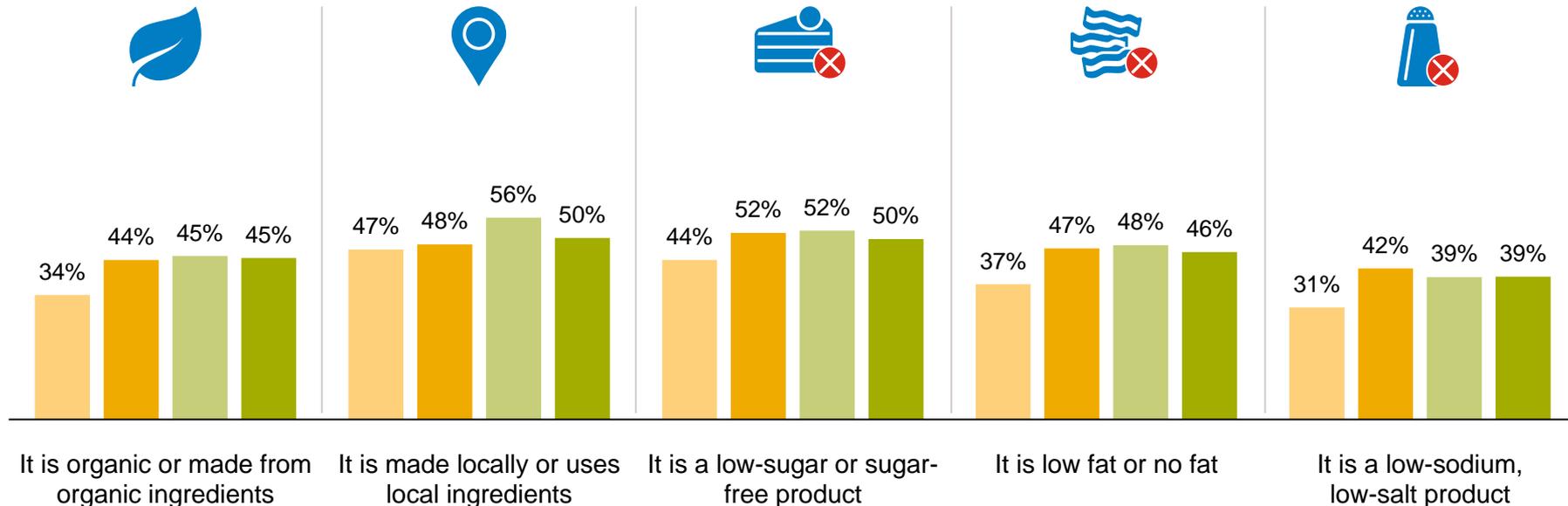
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Decision factors on what to eat or drink

Average across Italy among income quartiles (1/2)

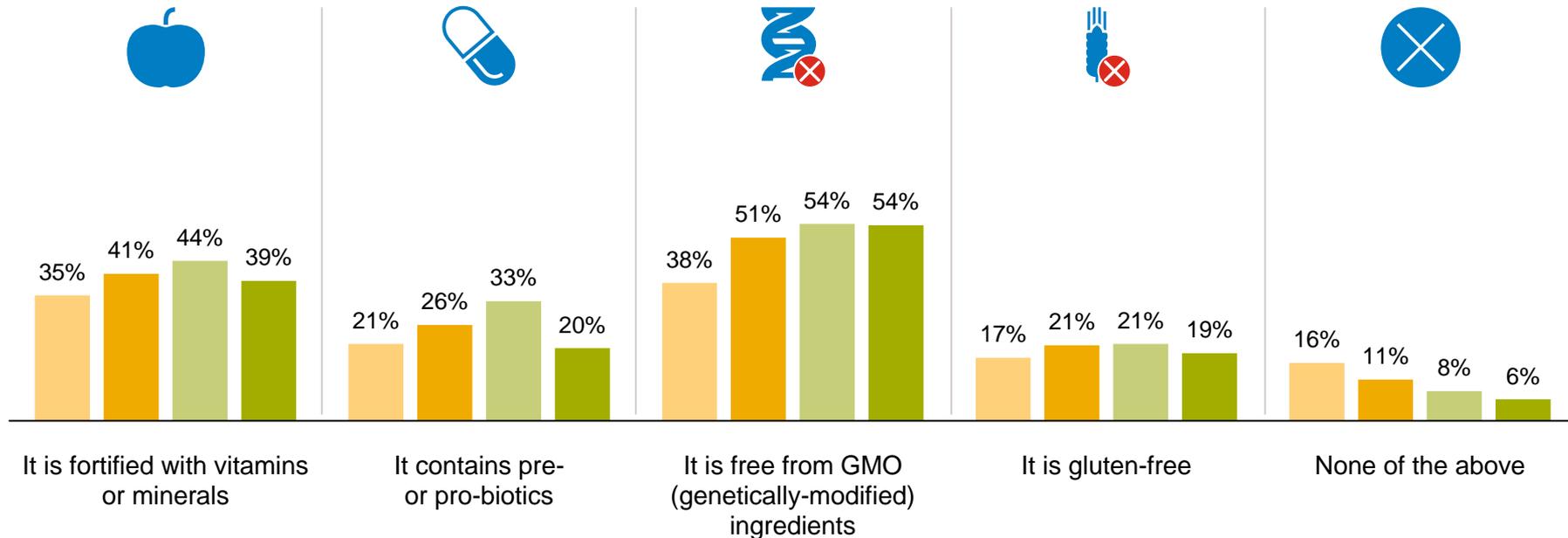


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Decision factors on what to eat or drink

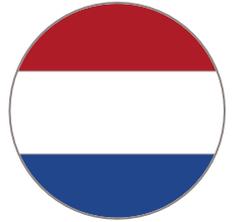
Average across Italy among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

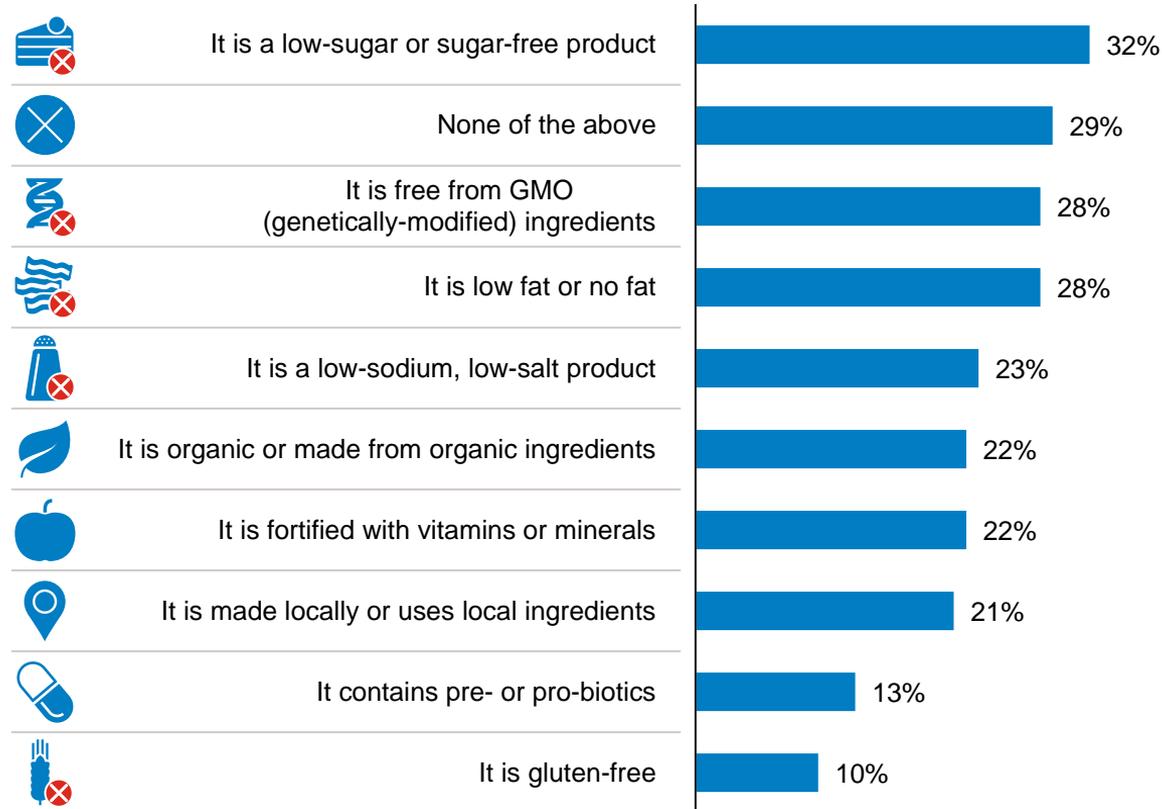


Netherlands



Decision factors on what to eat or drink

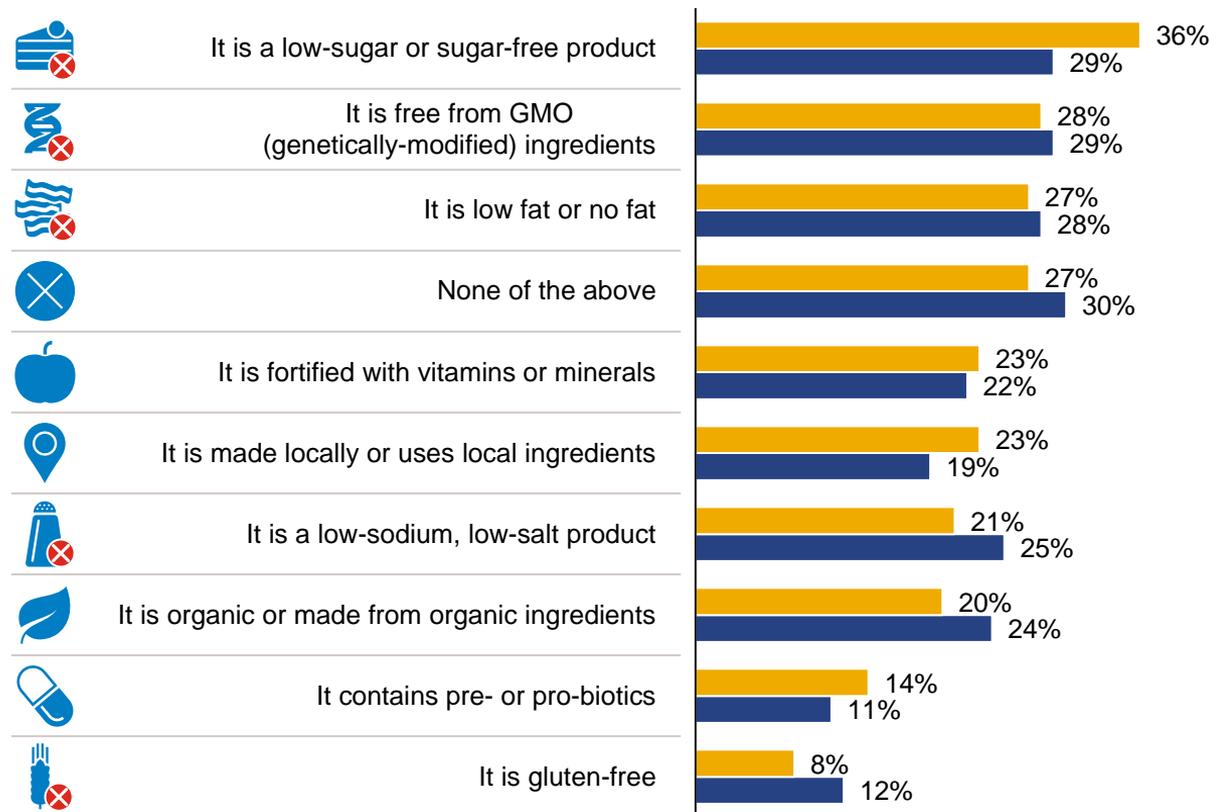
Average across the Netherlands



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

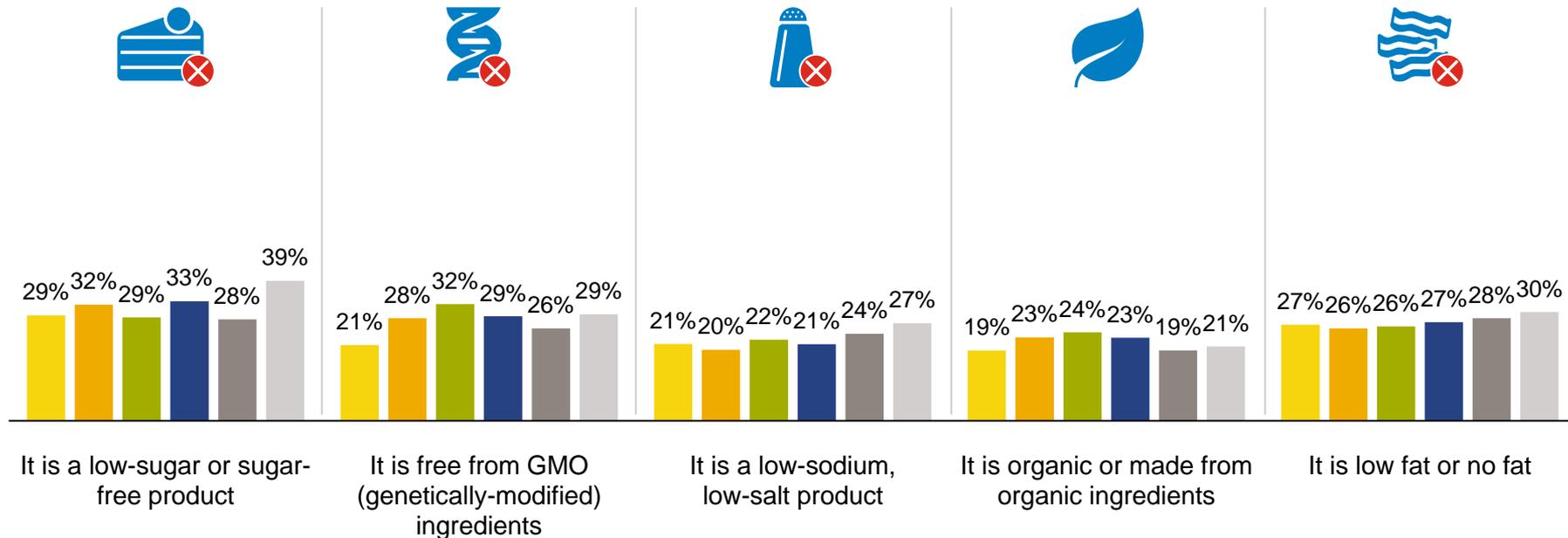
Average across the Netherlands among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across the Netherlands among age-groups (1/2)



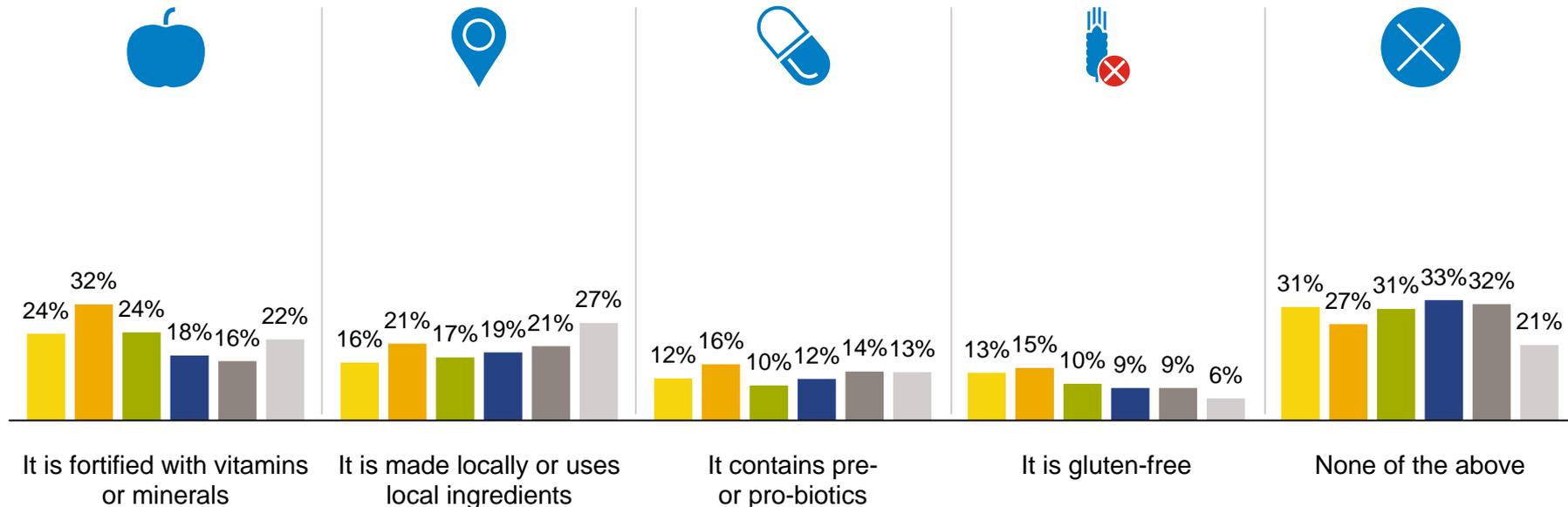
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Decision factors on what to eat or drink

Average across the Netherlands among age-groups (2/2)



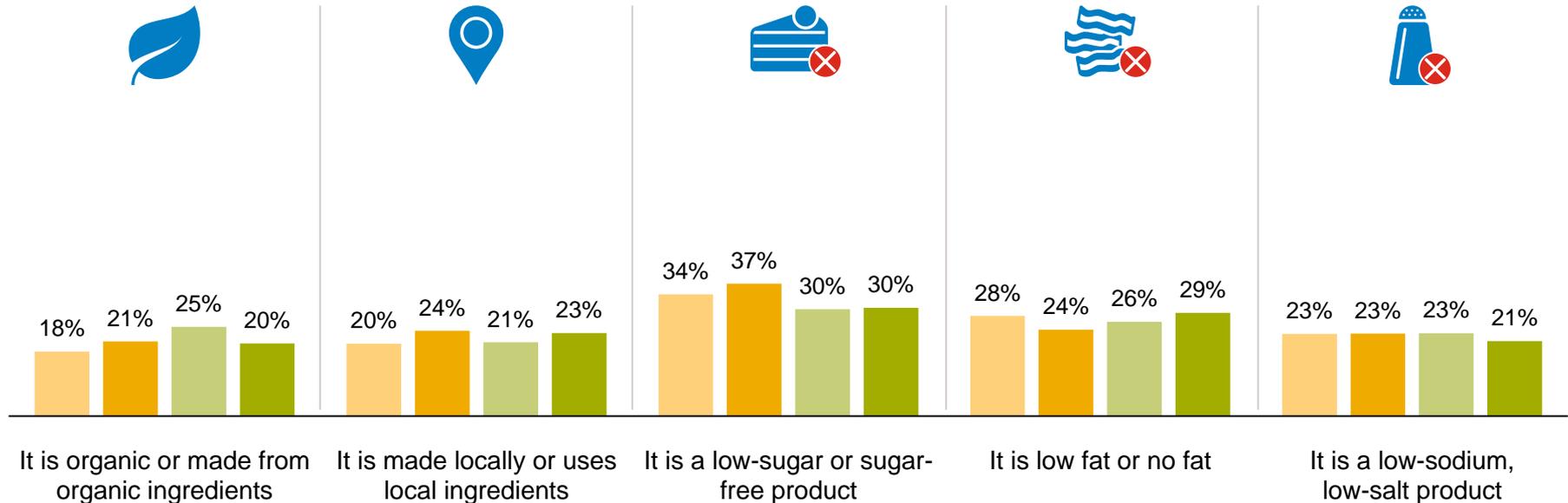
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Decision factors on what to eat or drink

Average across the Netherlands among income quartiles (1/2)

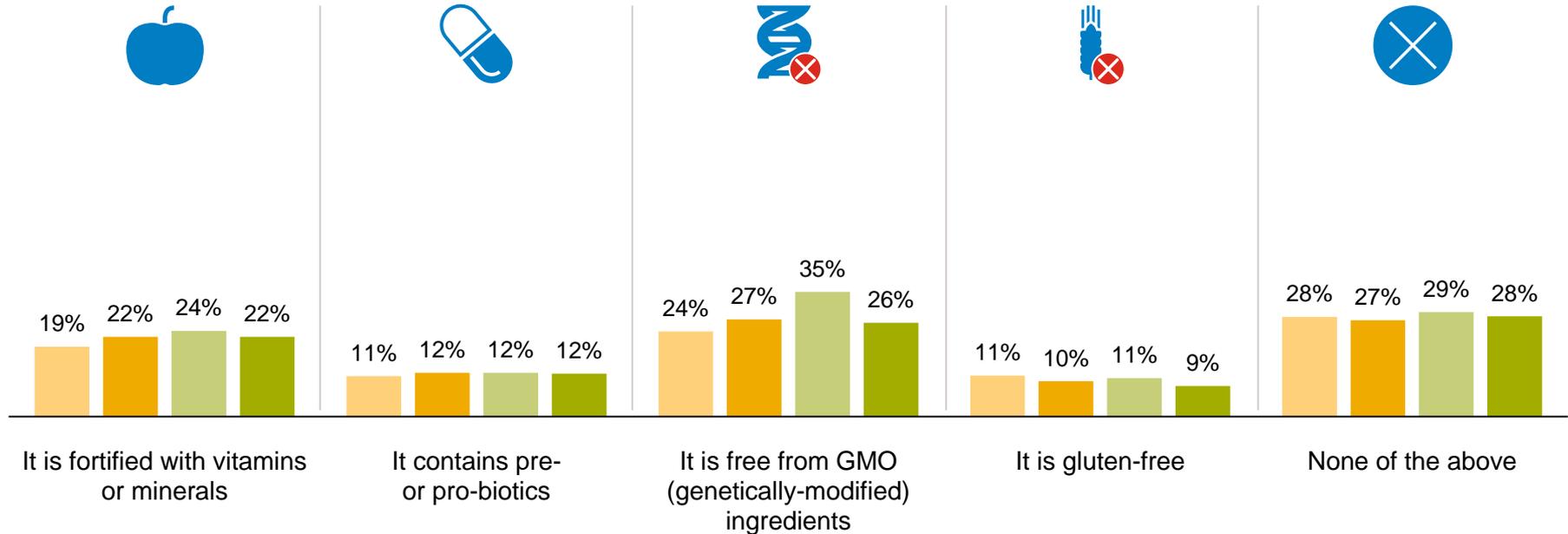


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Decision factors on what to eat or drink

Average across the Netherlands among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
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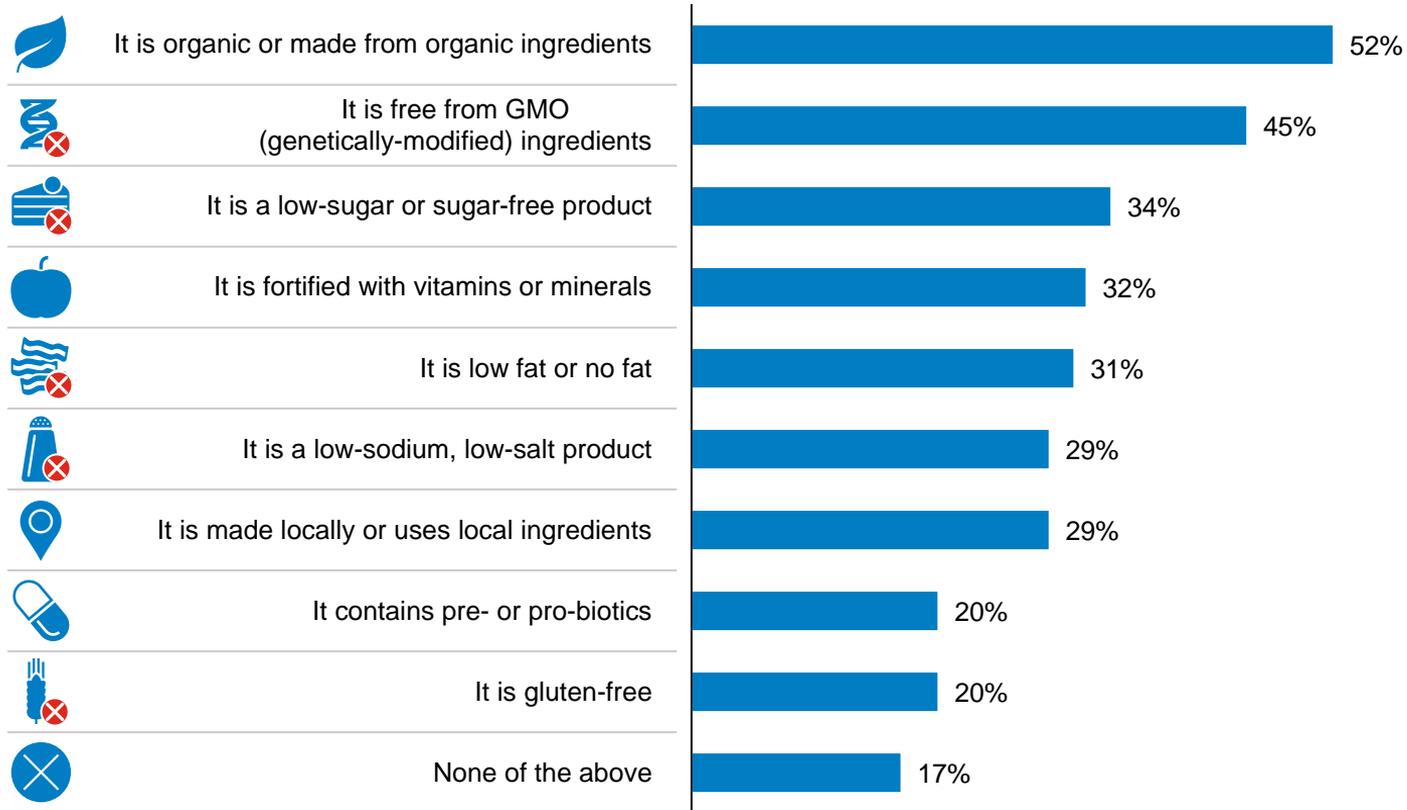
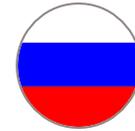


Russia



Decision factors on what to eat or drink

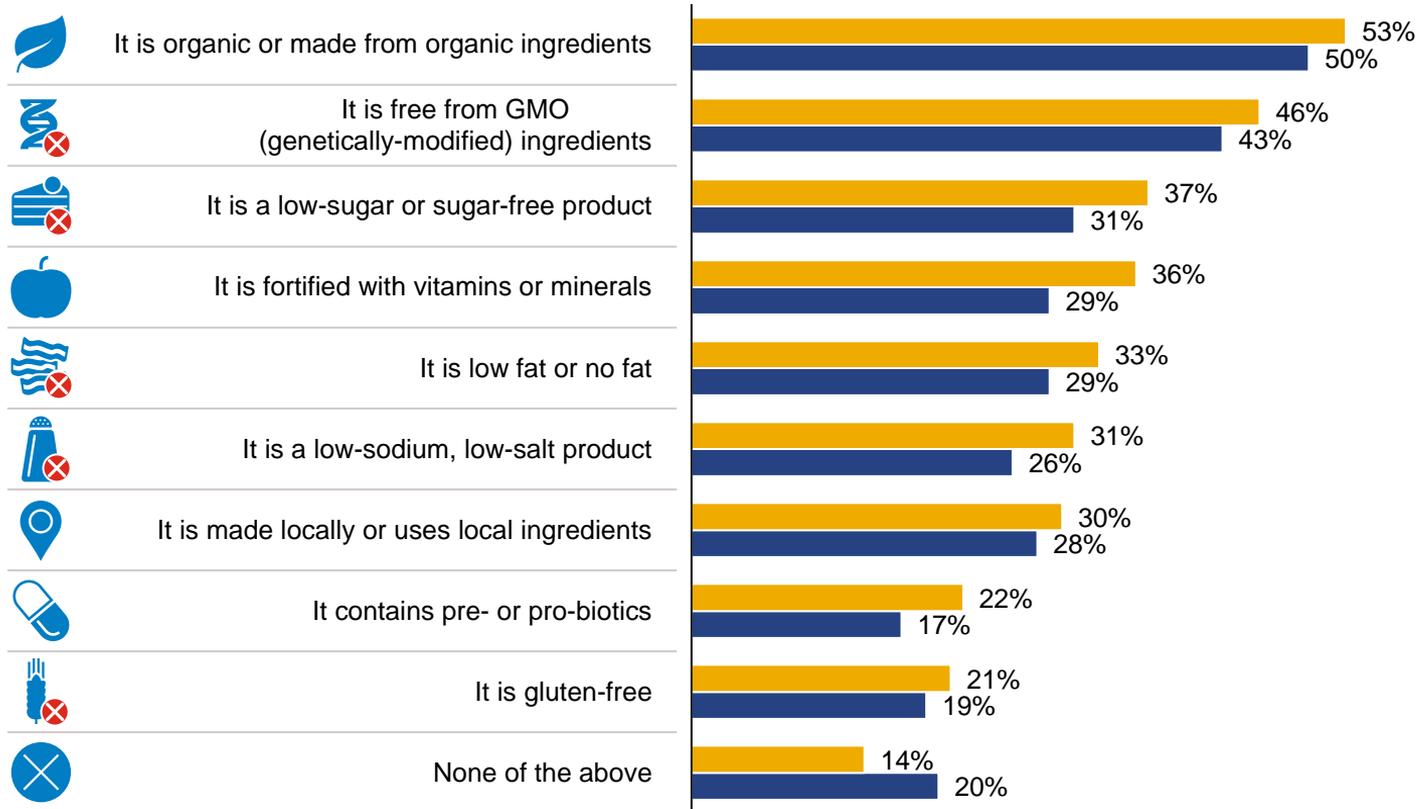
Average across Russia



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

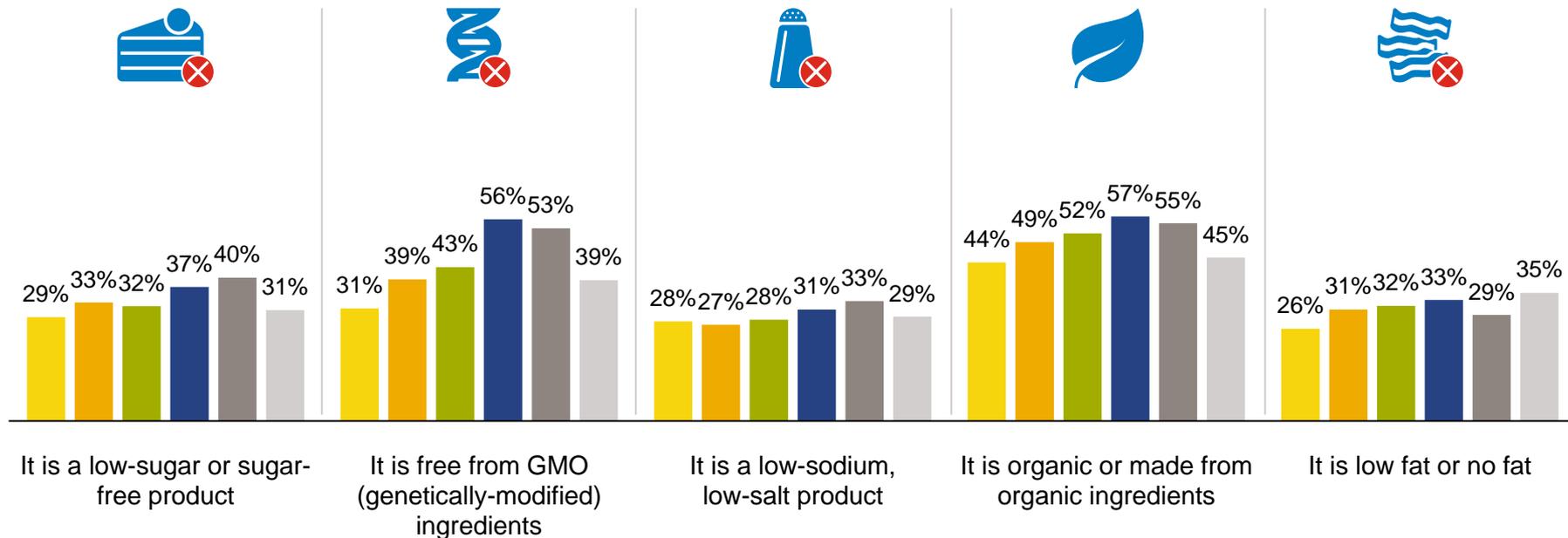
Average across Russia among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Russia among age-groups (1/2)



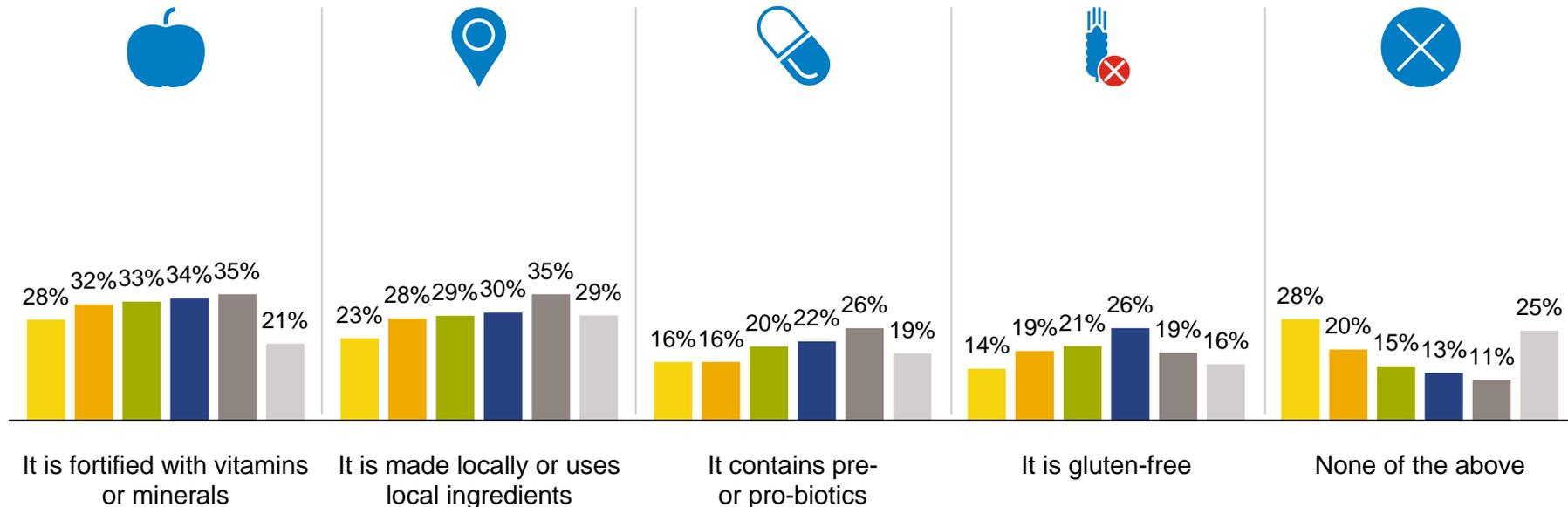
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Russia among age-groups (2/2)



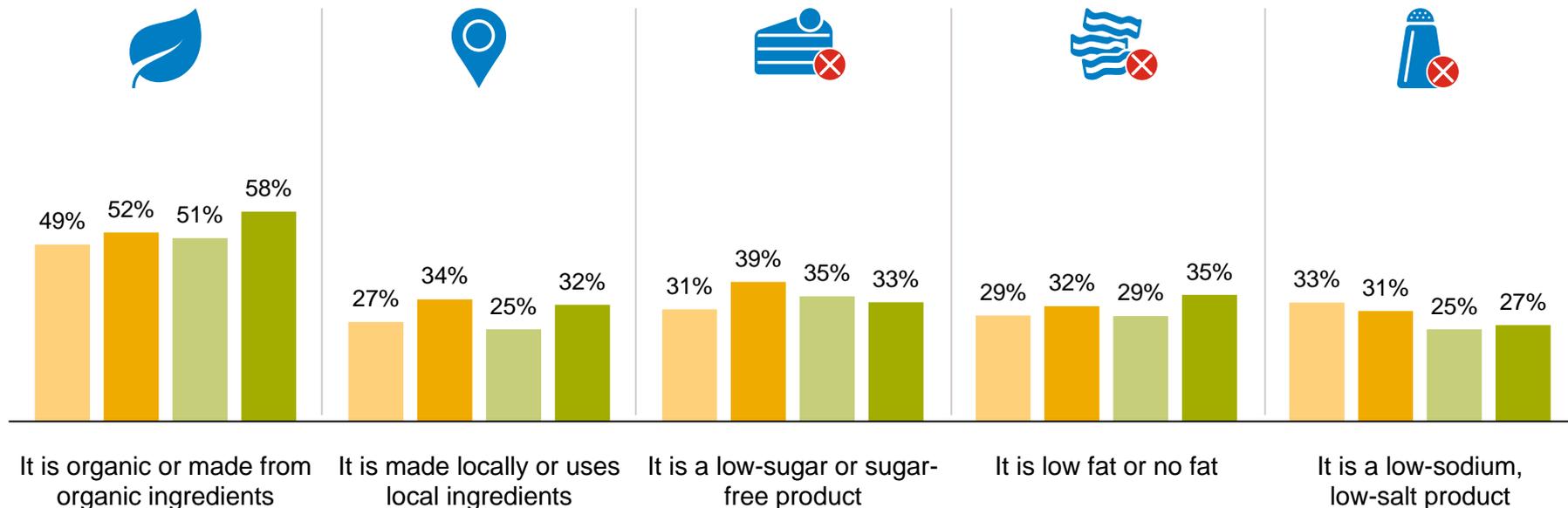
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Russia among income quartiles (1/2)

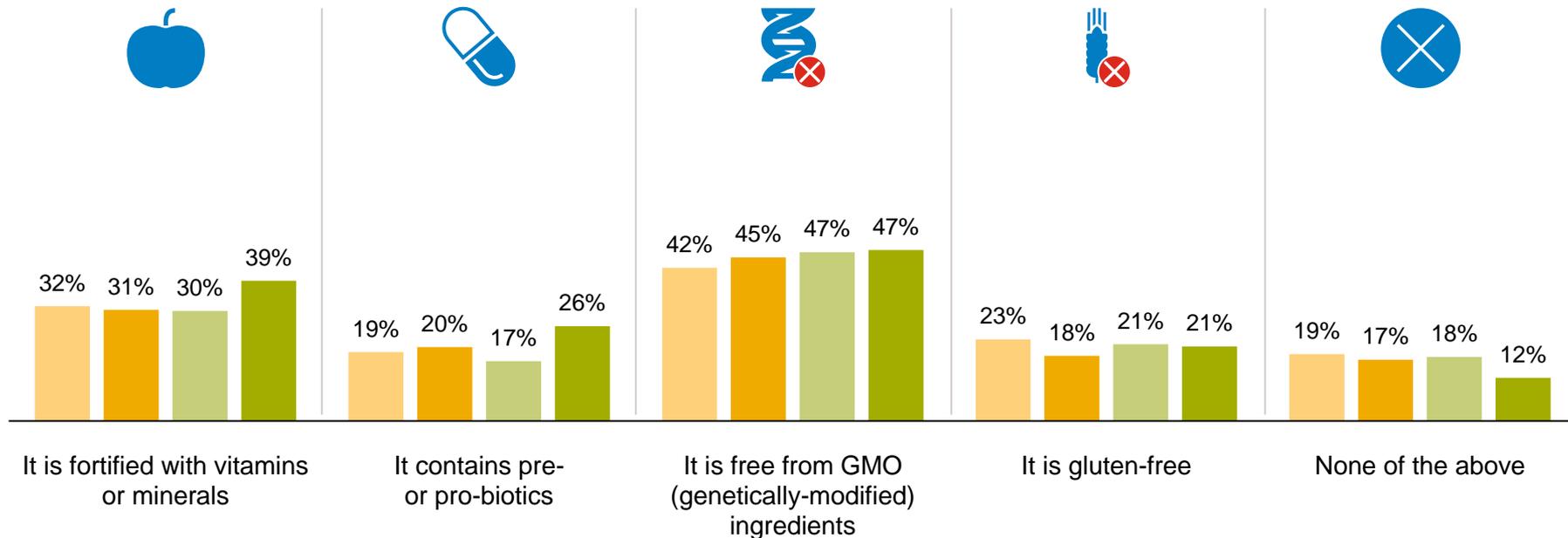


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Decision factors on what to eat or drink

Average across Russia among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

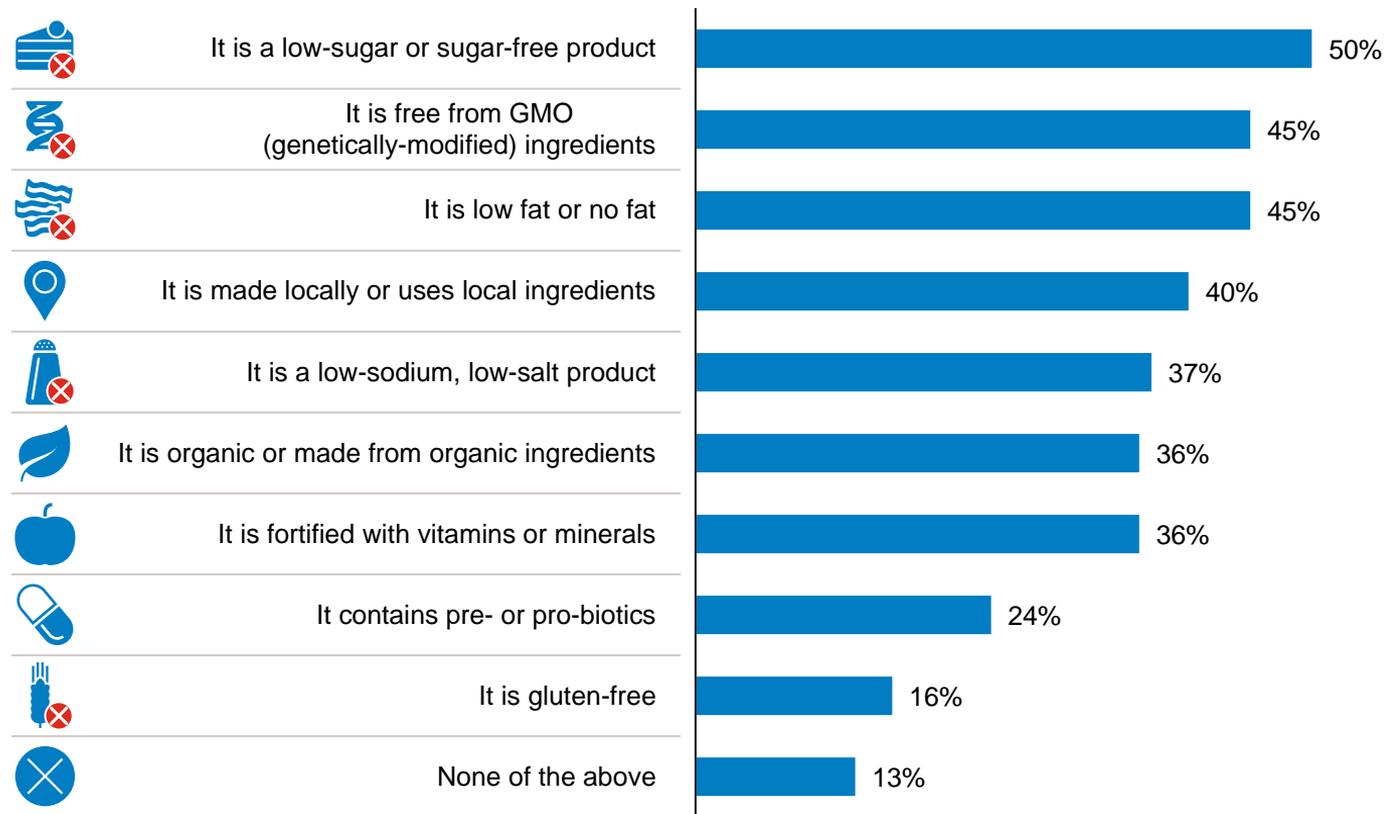


Spain



Decision factors on what to eat or drink

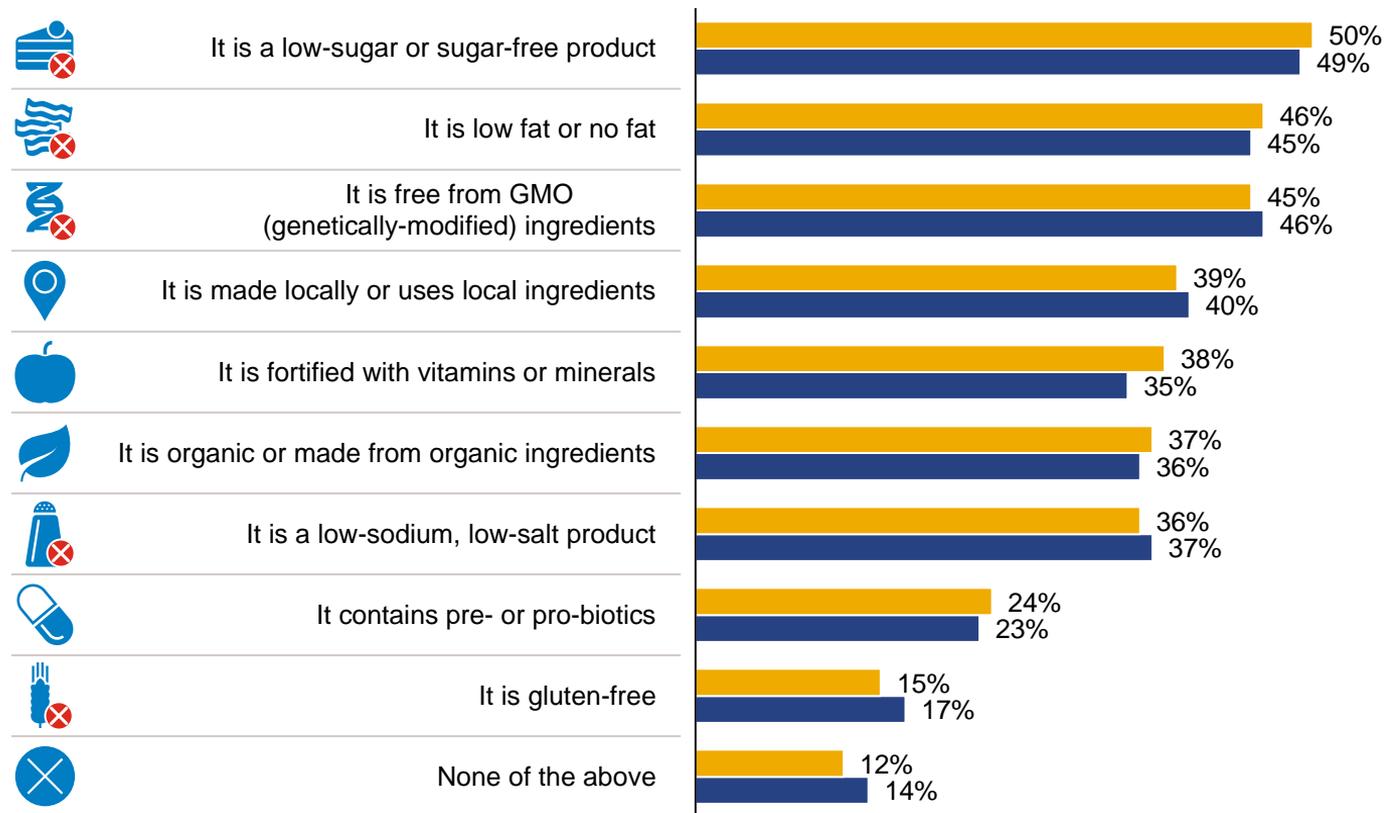
Average across Spain



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

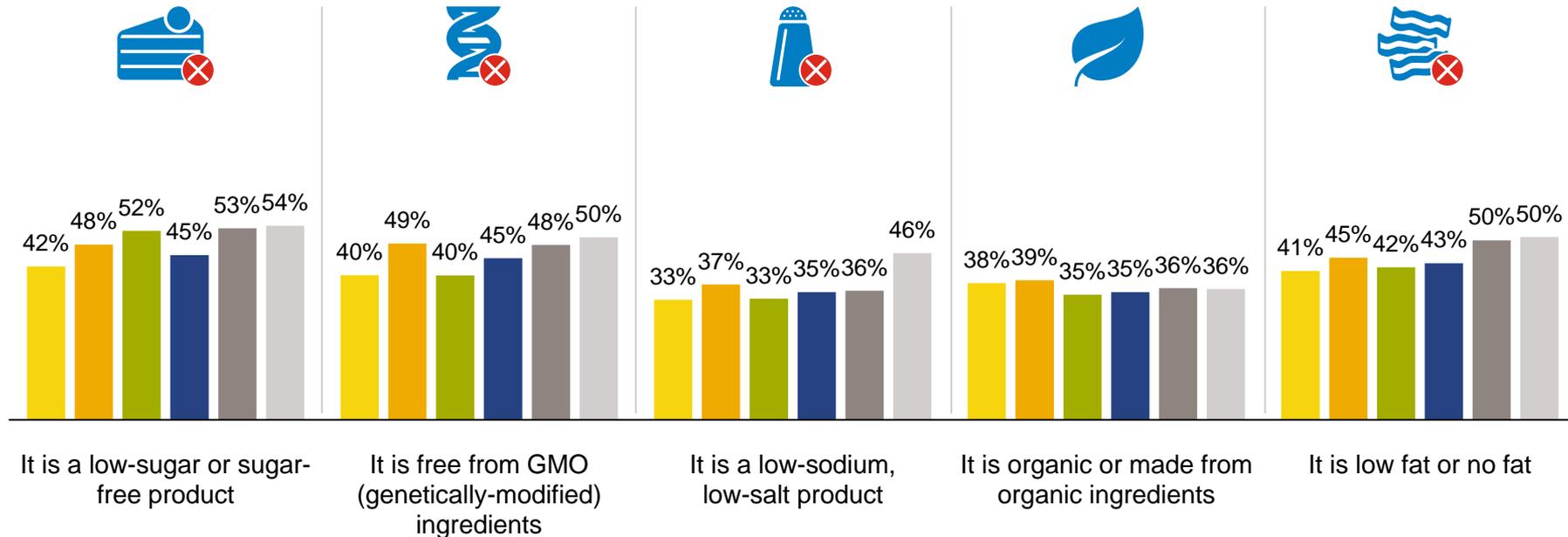
Average across Spain among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Spain among age-groups (1/2)



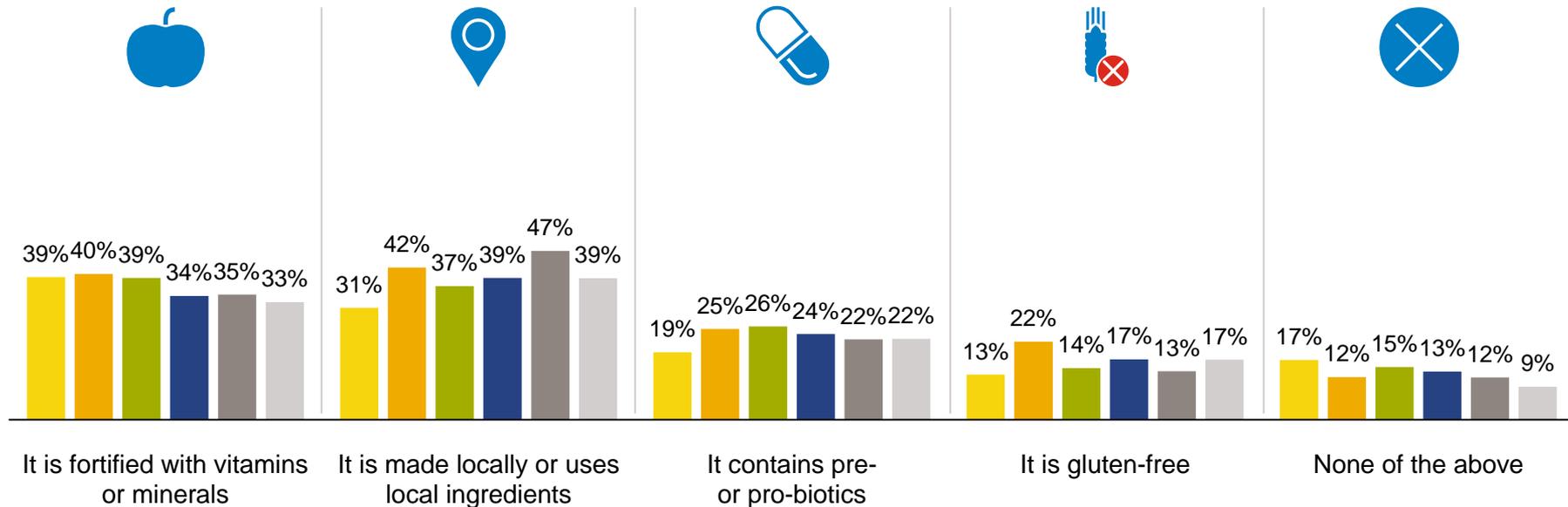
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Spain among age-groups (2/2)



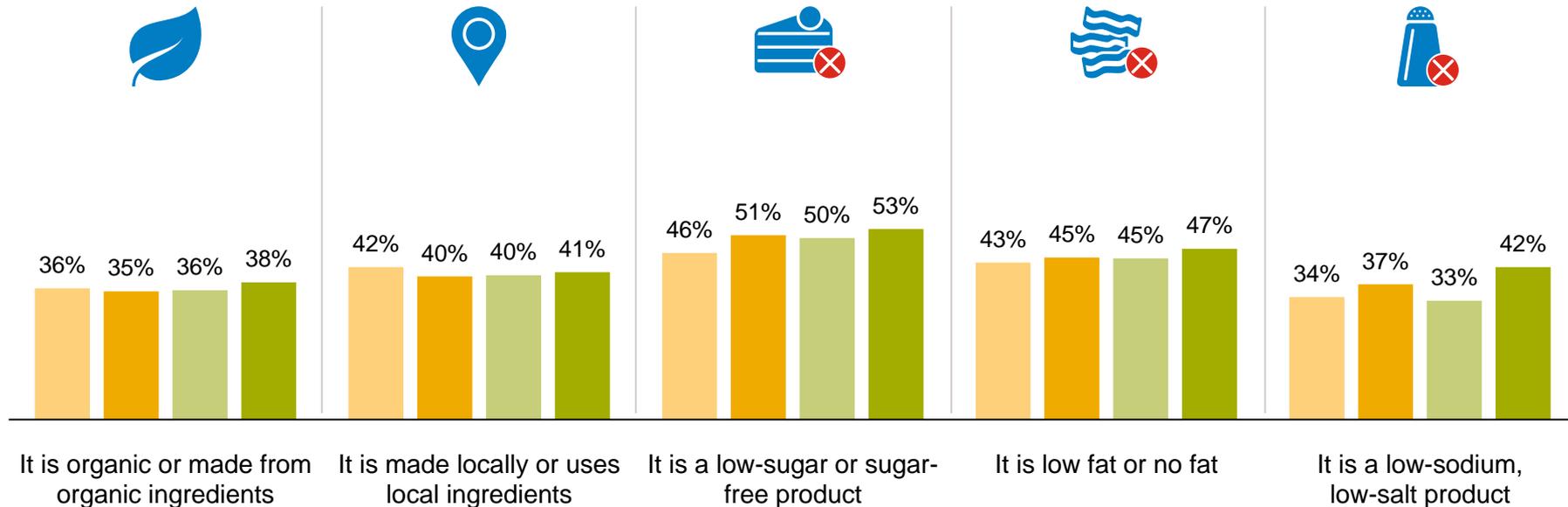
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

© GfK 2017 | Decision factors on what to eat or drink



Decision factors on what to eat or drink

Average across Spain among income quartiles (1/2)

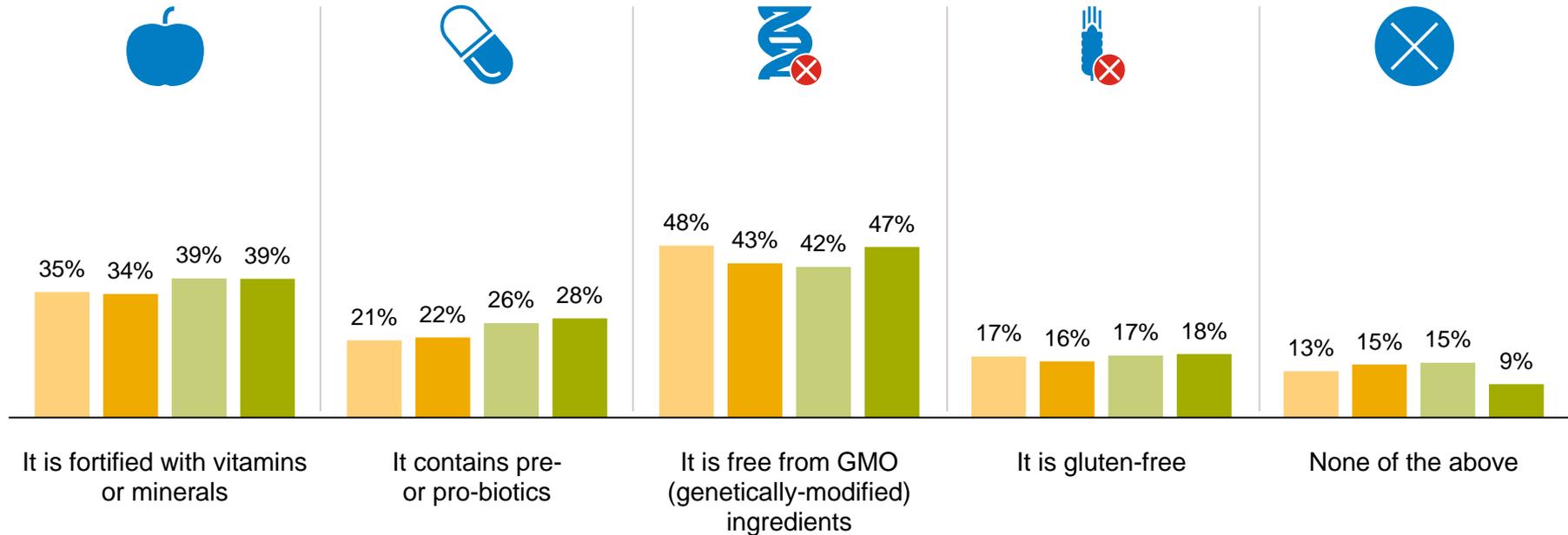


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Decision factors on what to eat or drink

Average across Spain among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

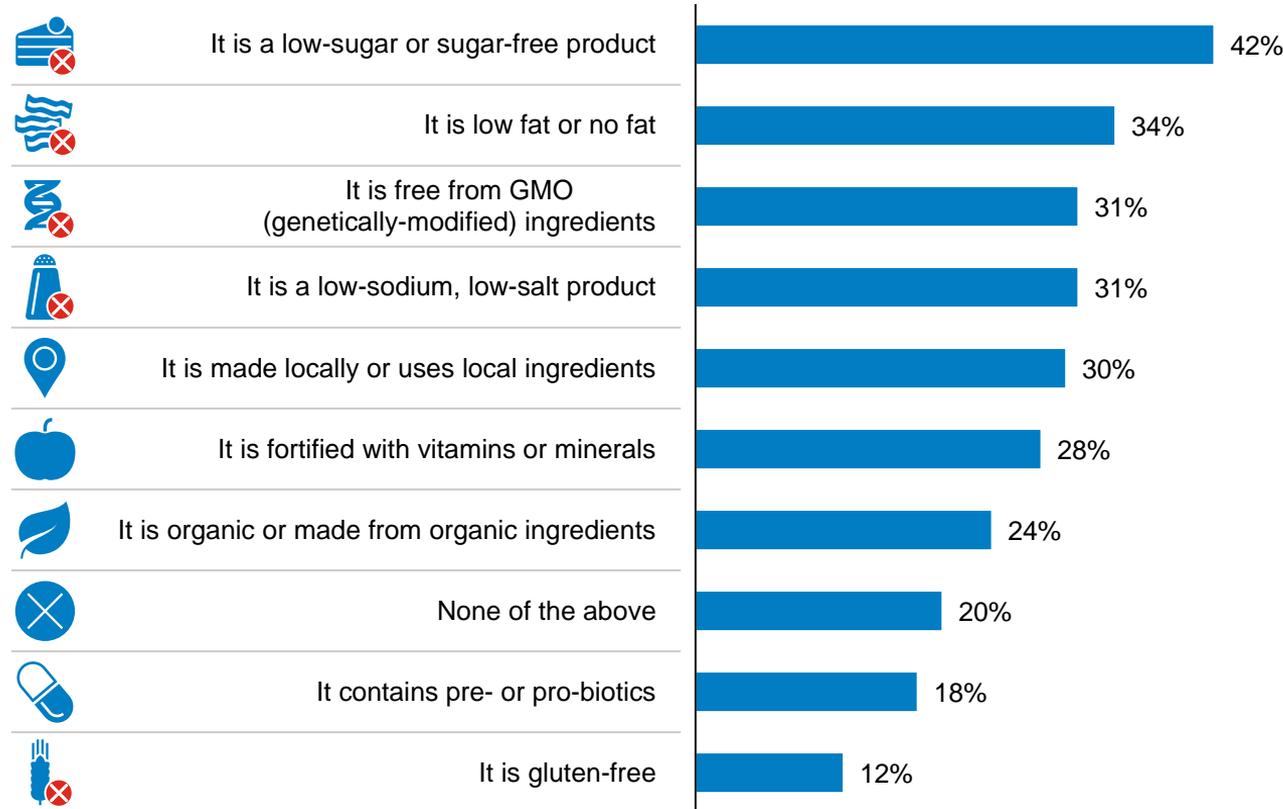


United Kingdom



Decision factors on what to eat or drink

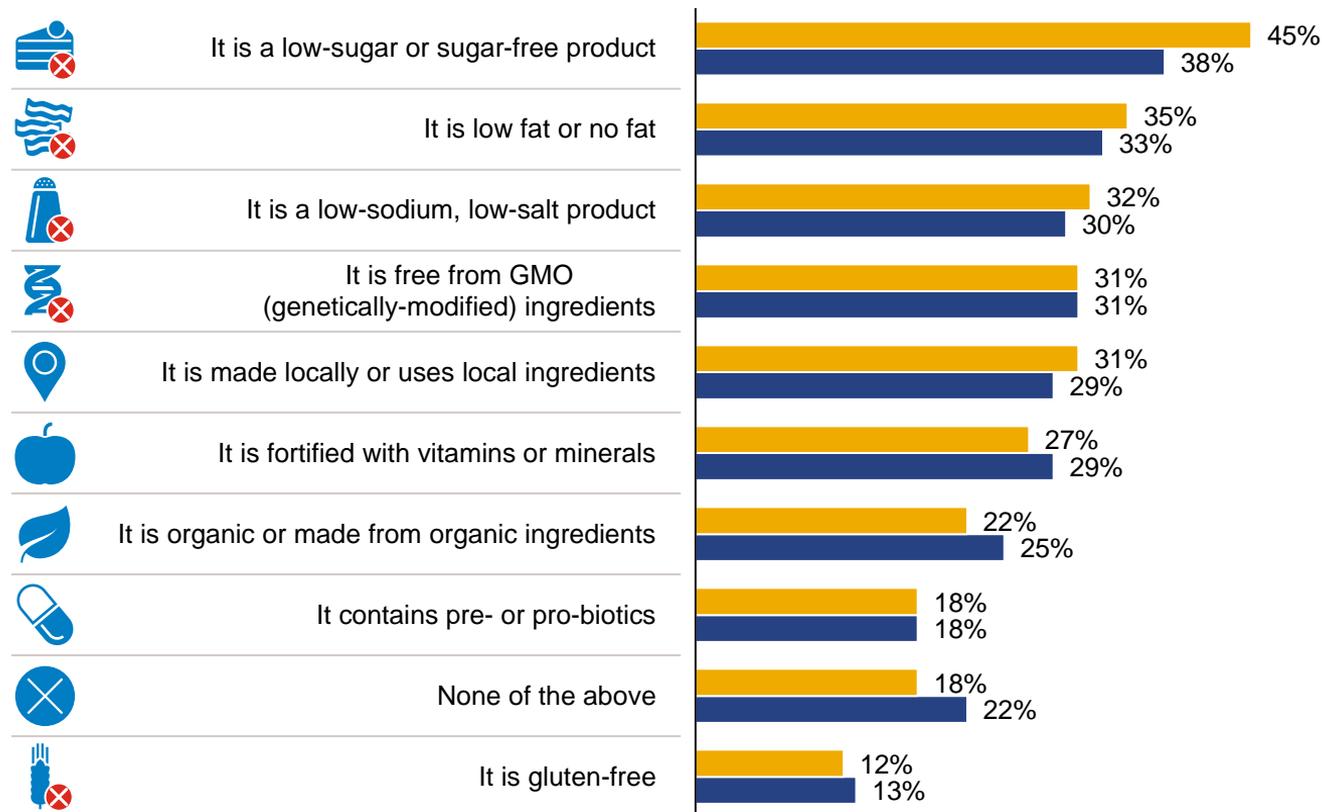
Average across the UK



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

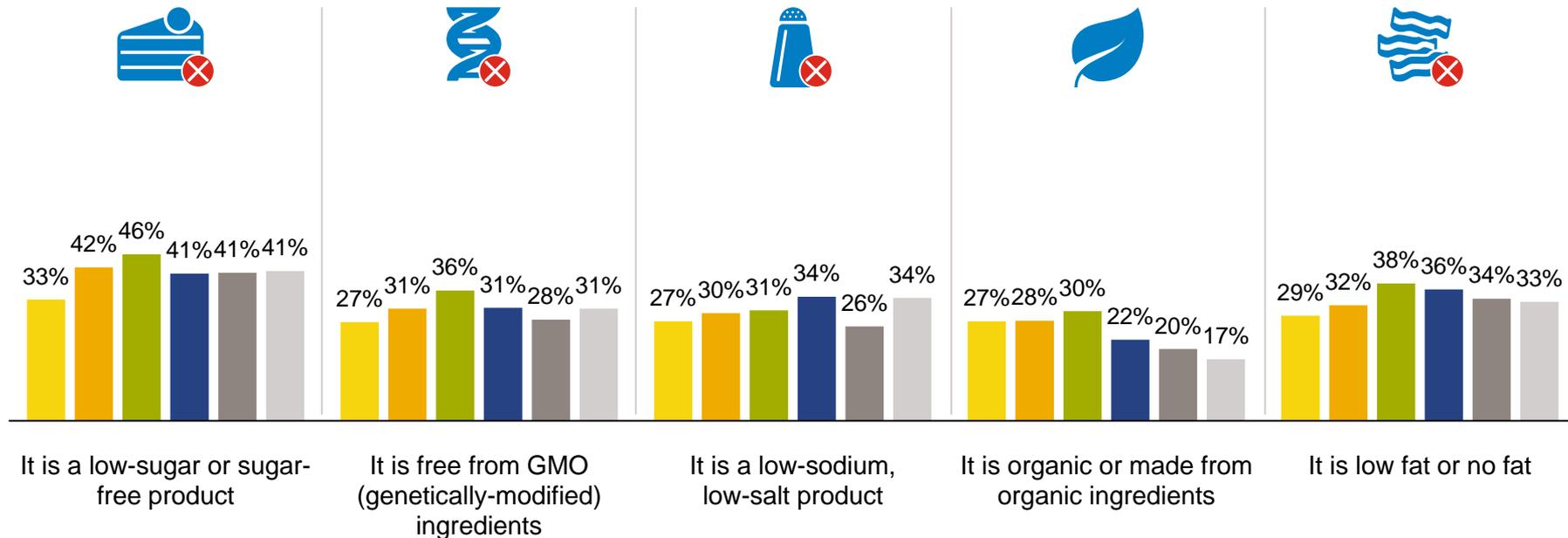
Average across the UK among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across the UK among age-groups (1/2)



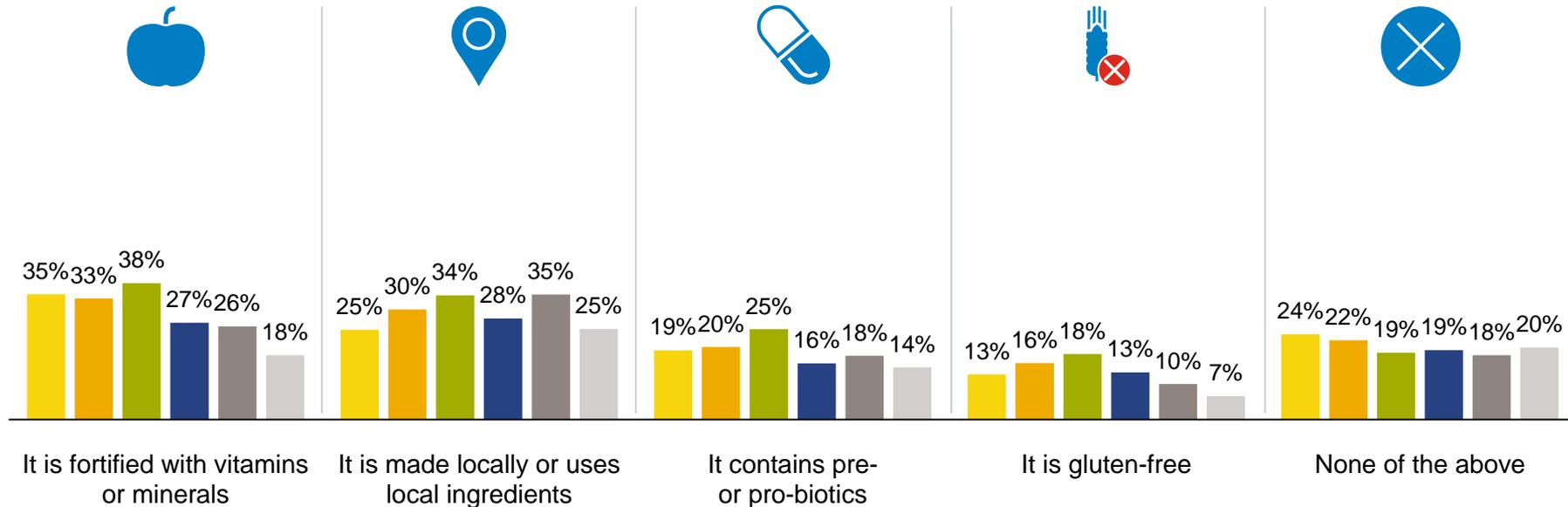
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

© GfK 2017 | Decision factors on what to eat or drink



Decision factors on what to eat or drink

Average across the UK among age-groups (2/2)



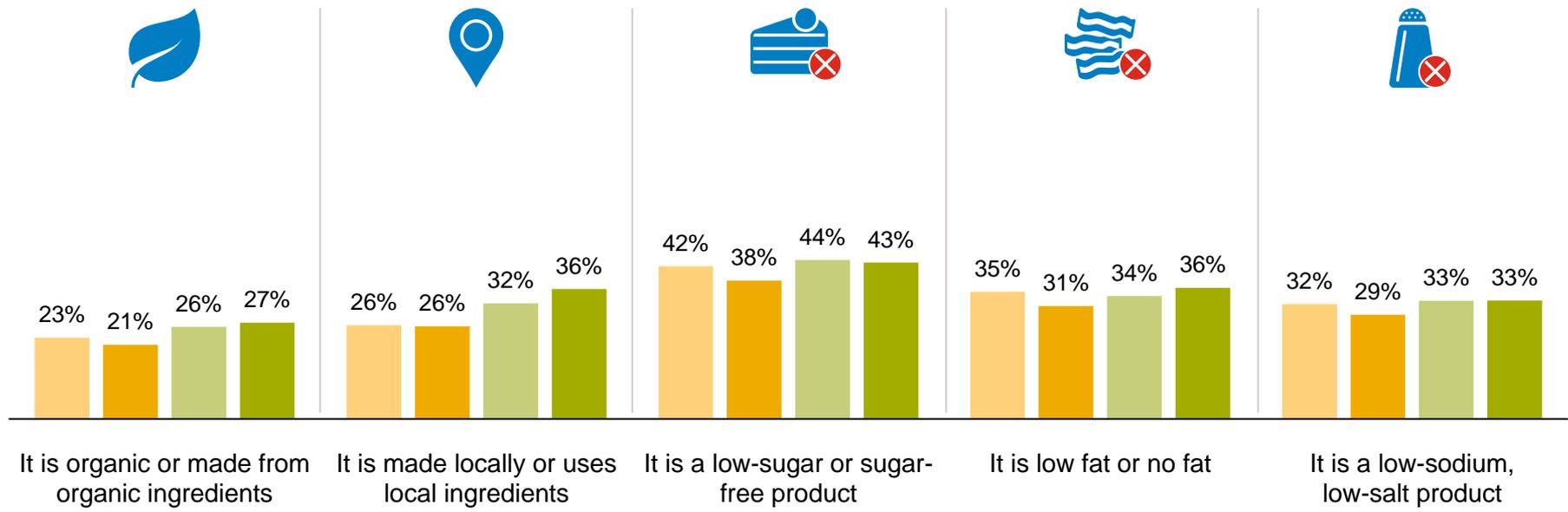
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across the UK among income quartiles (1/2)

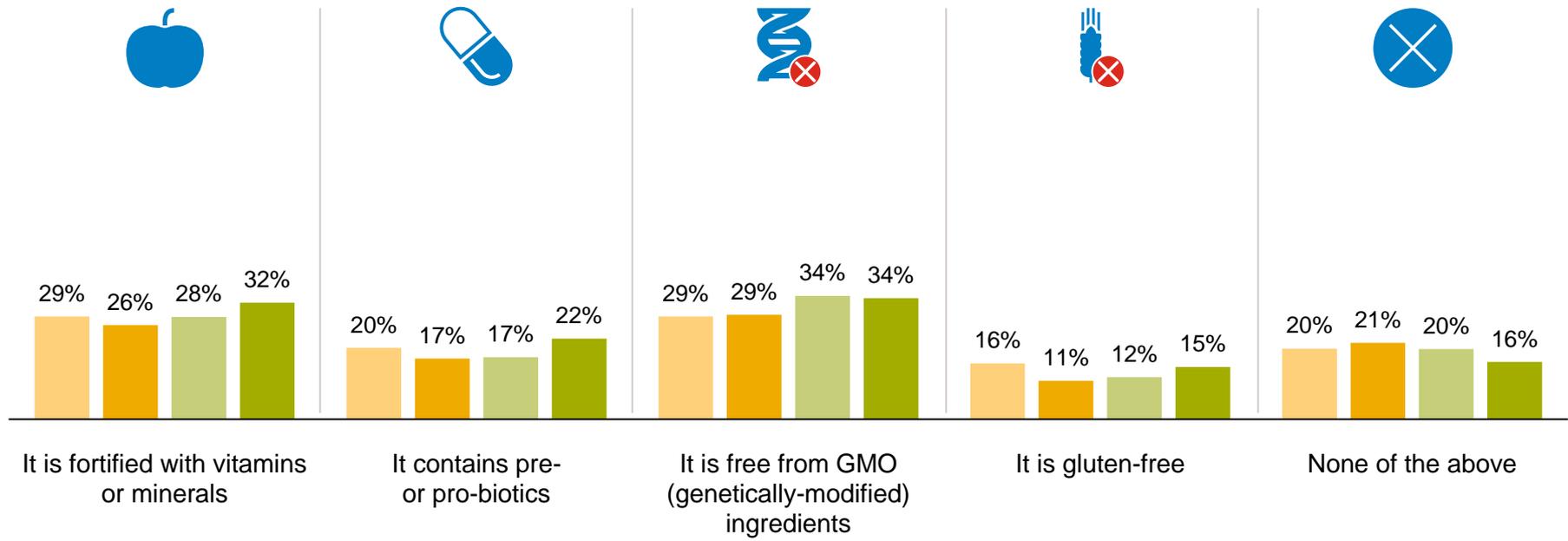


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Decision factors on what to eat or drink

Average across the UK among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



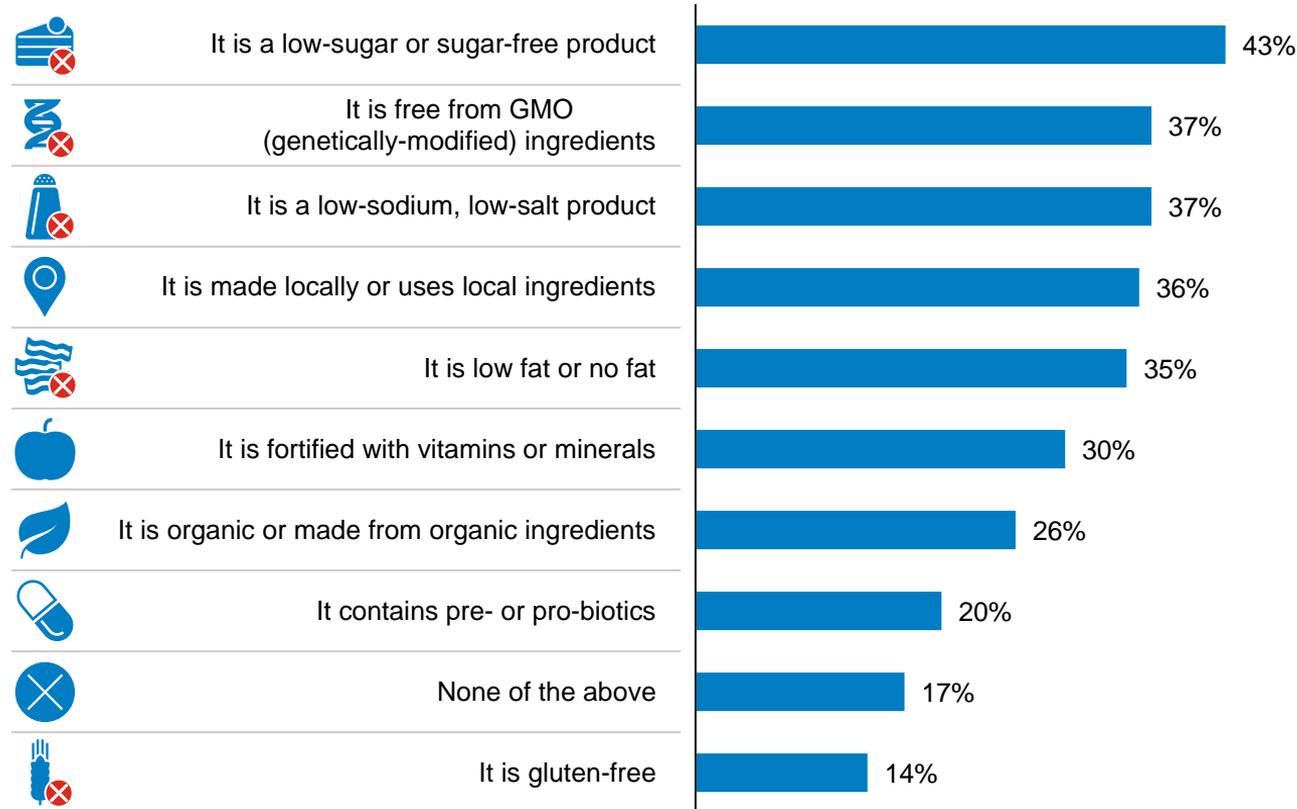
Country results – North America

Canada



Decision factors on what to eat or drink

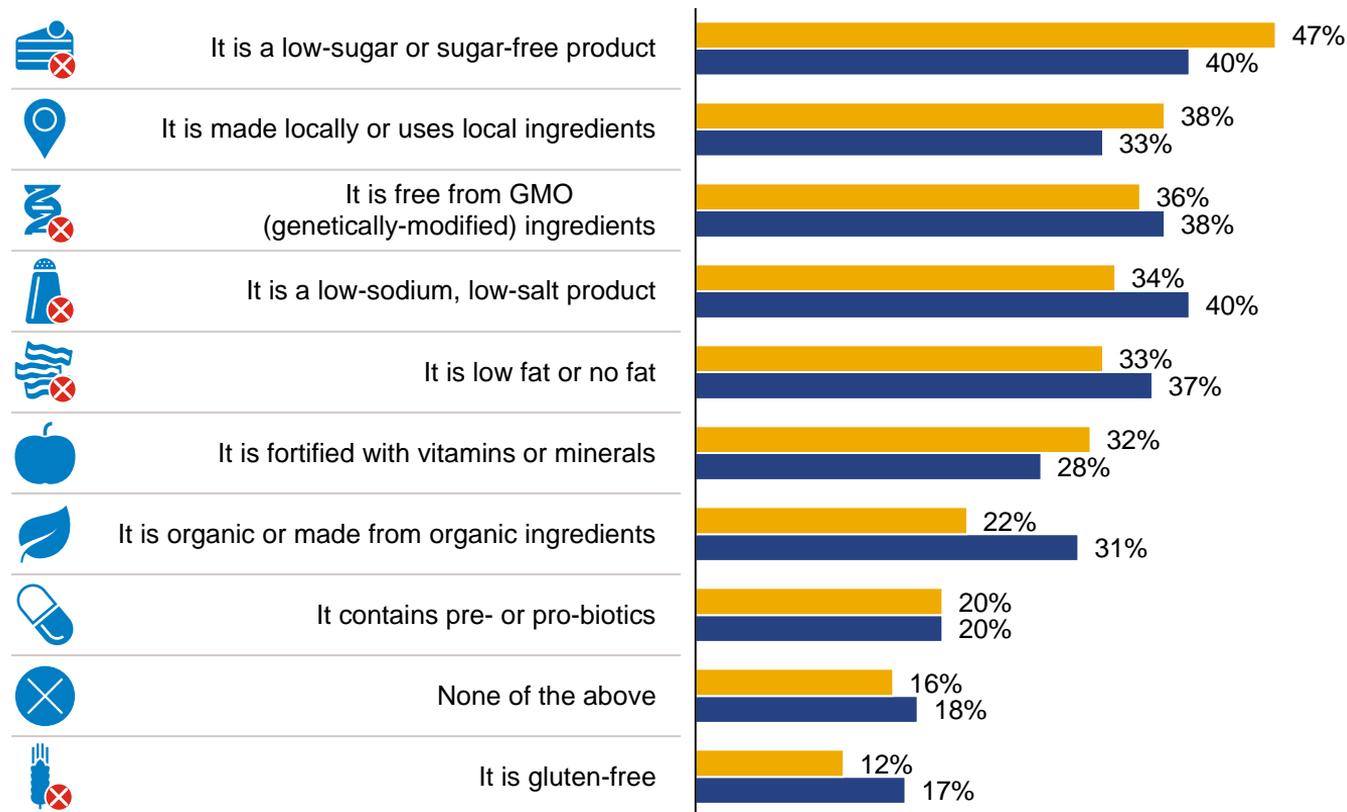
Average across Canada



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

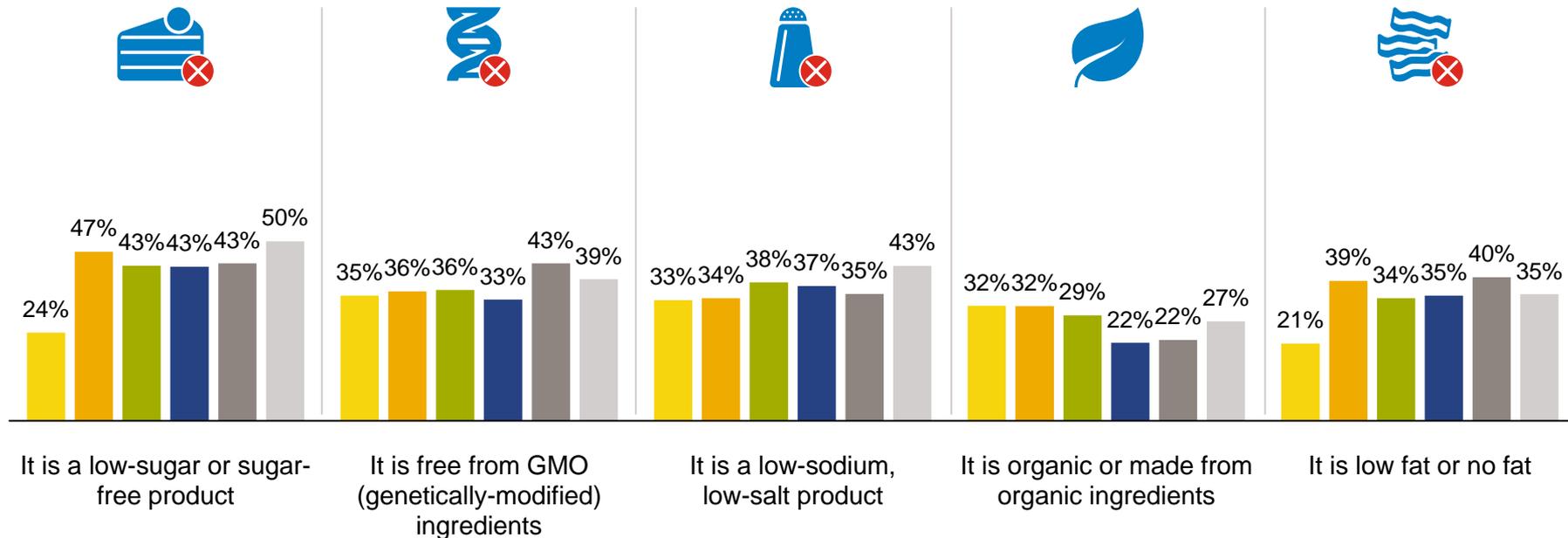
Average across Canada among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Canada among age-groups (1/2)



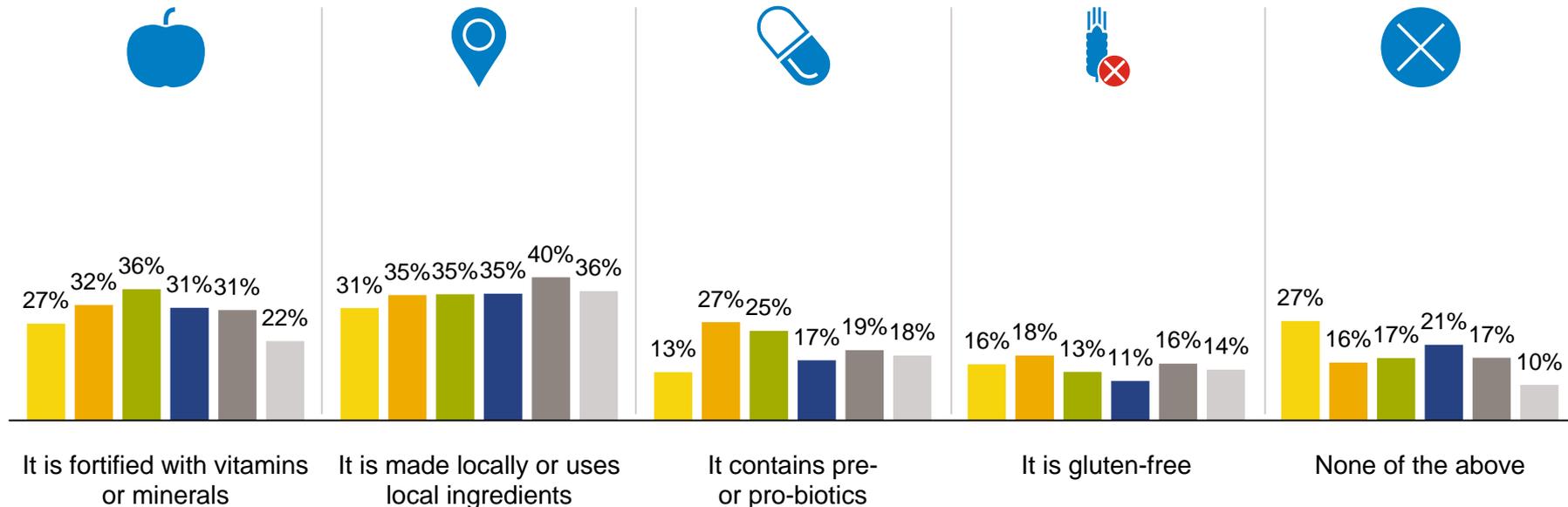
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

© GfK 2017 | Decision factors on what to eat or drink



Decision factors on what to eat or drink

Average across Canada among age-groups (2/2)



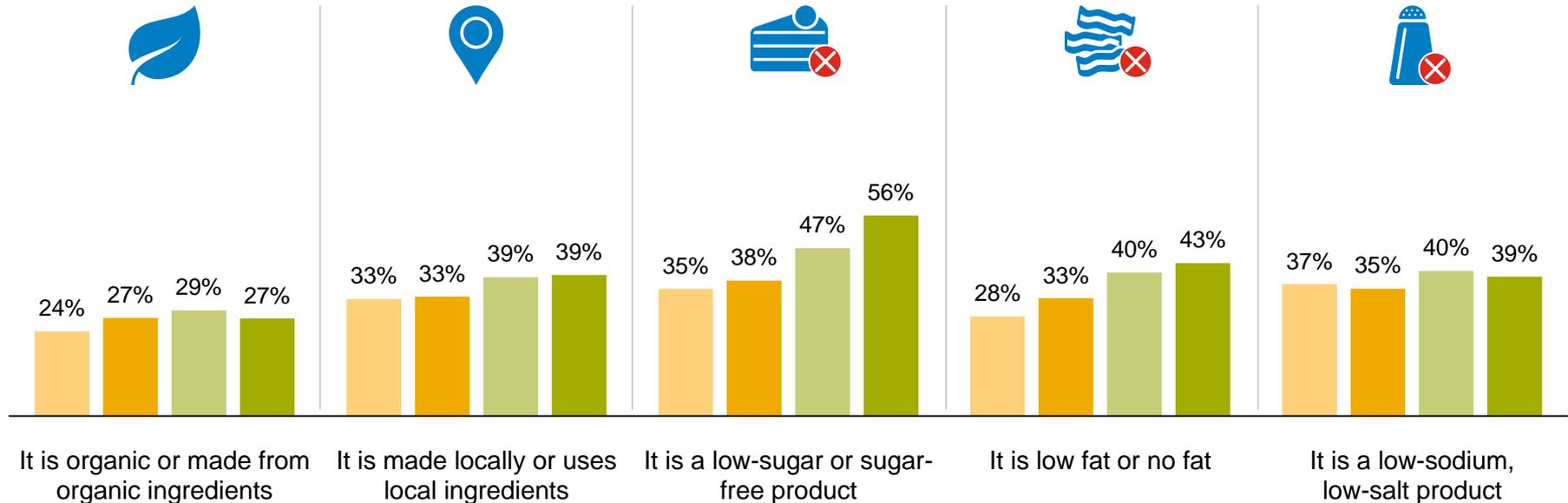
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

© GfK 2017 | Decision factors on what to eat or drink



Decision factors on what to eat or drink

Average across Canada among income quartiles (1/2)

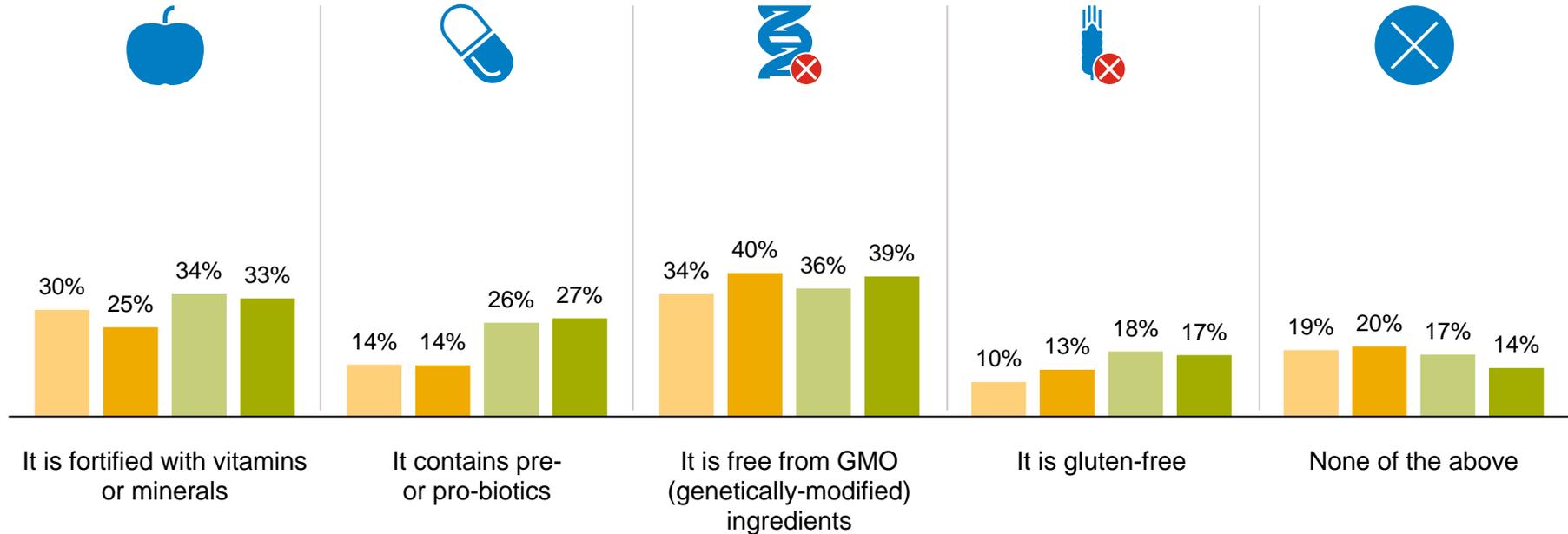


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

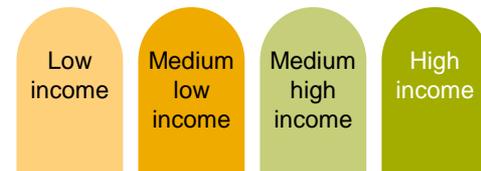


Decision factors on what to eat or drink

Average across Canada among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

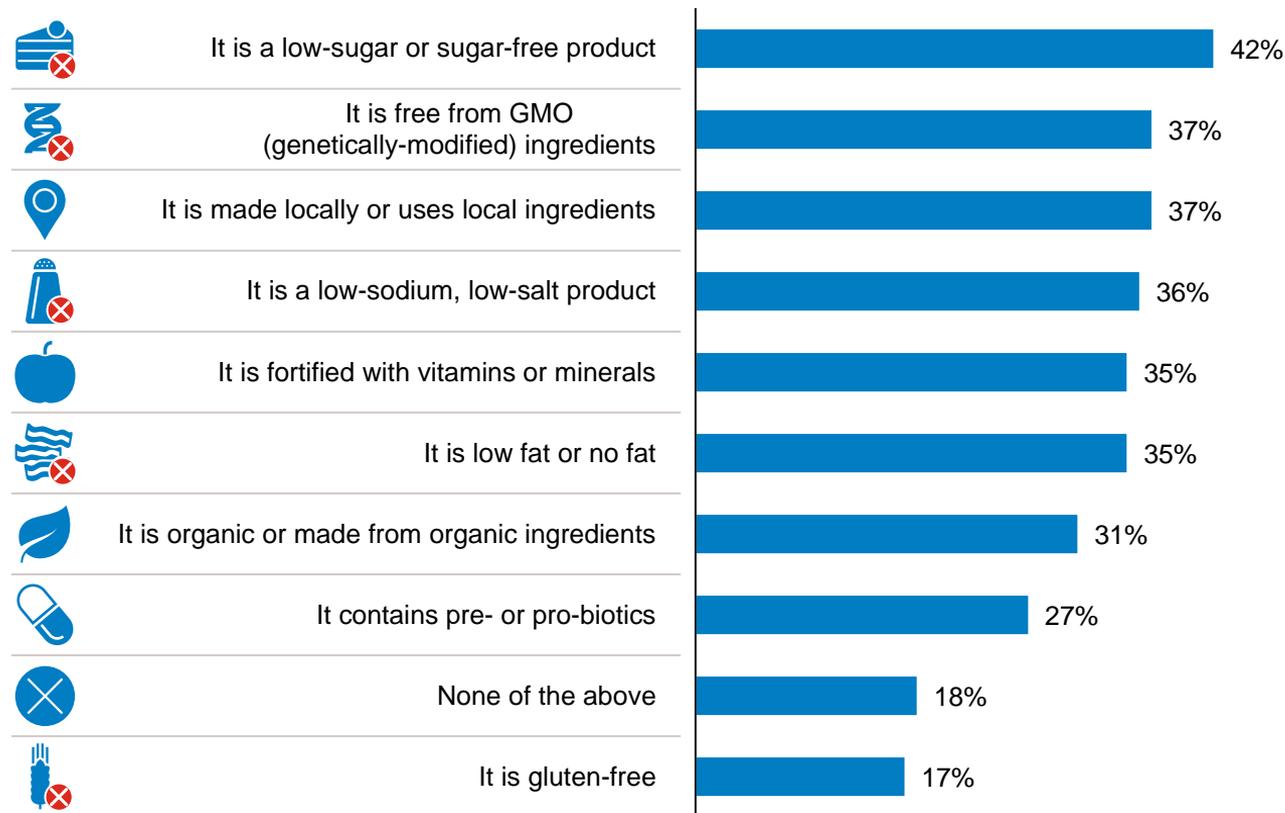


USA



Decision factors on what to eat or drink

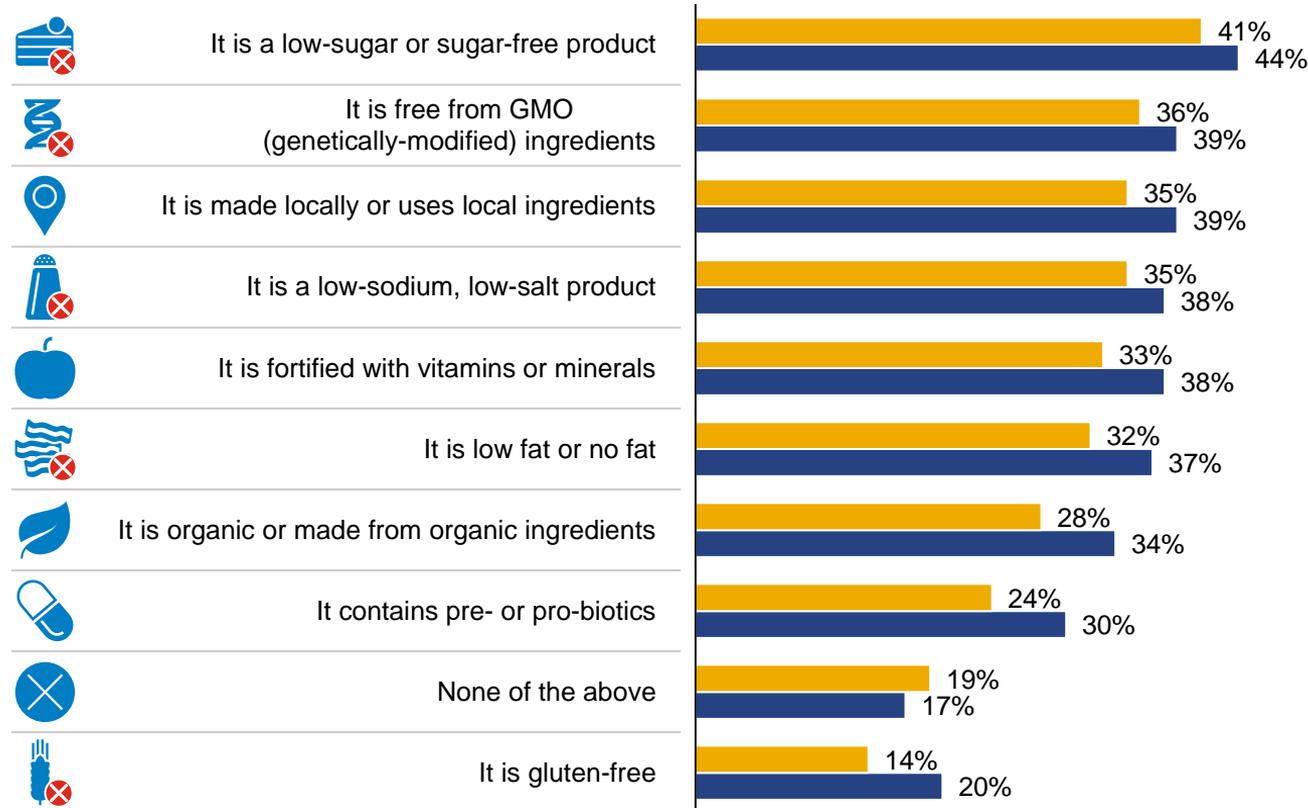
Average across the USA



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

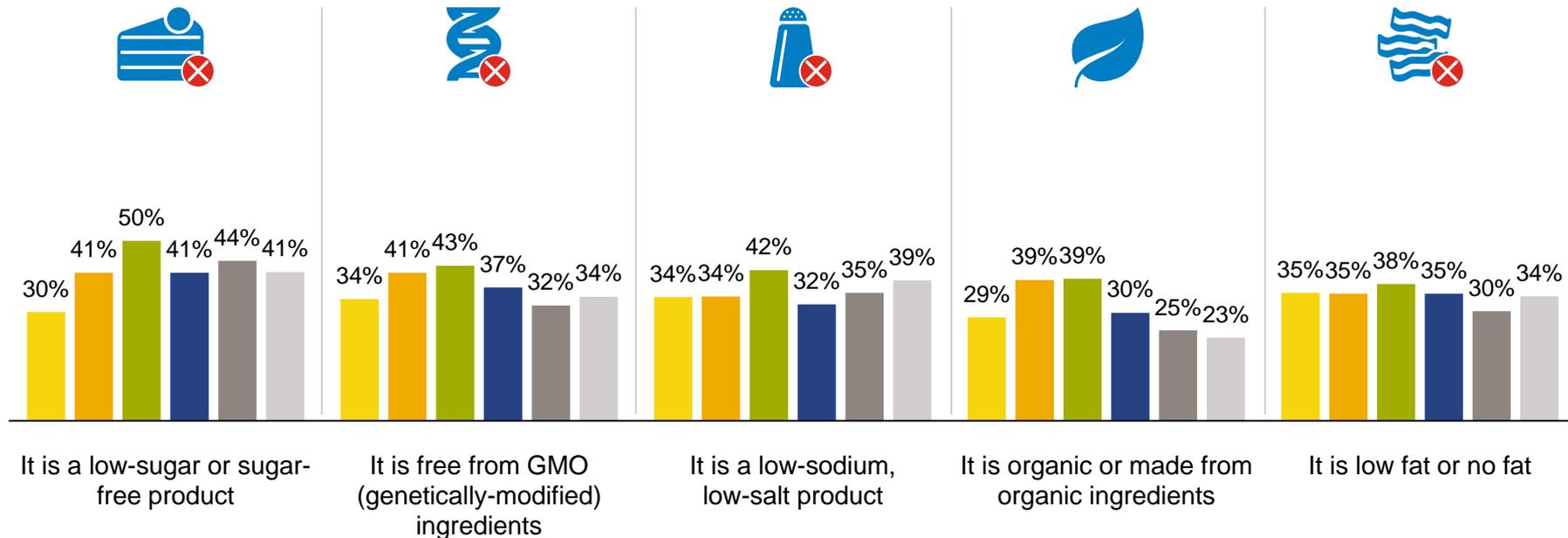
Average across the USA among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across the USA among age-groups (1/2)



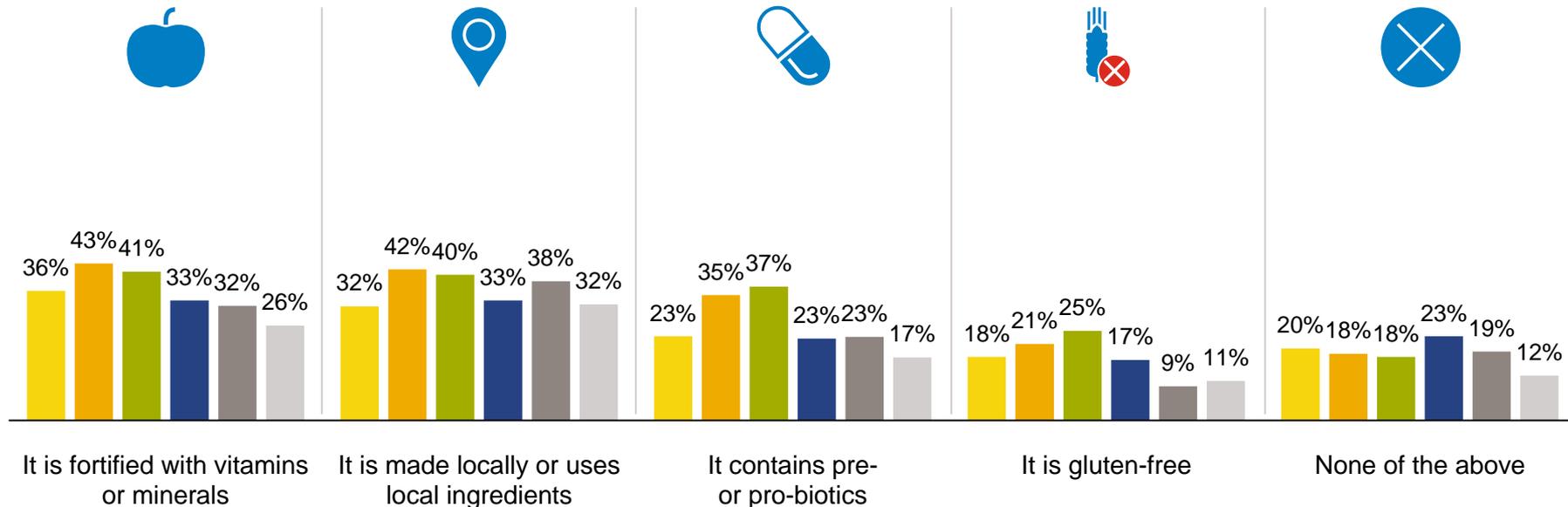
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

© GfK 2017 | Decision factors on what to eat or drink



Decision factors on what to eat or drink

Average across the USA among age-groups (2/2)



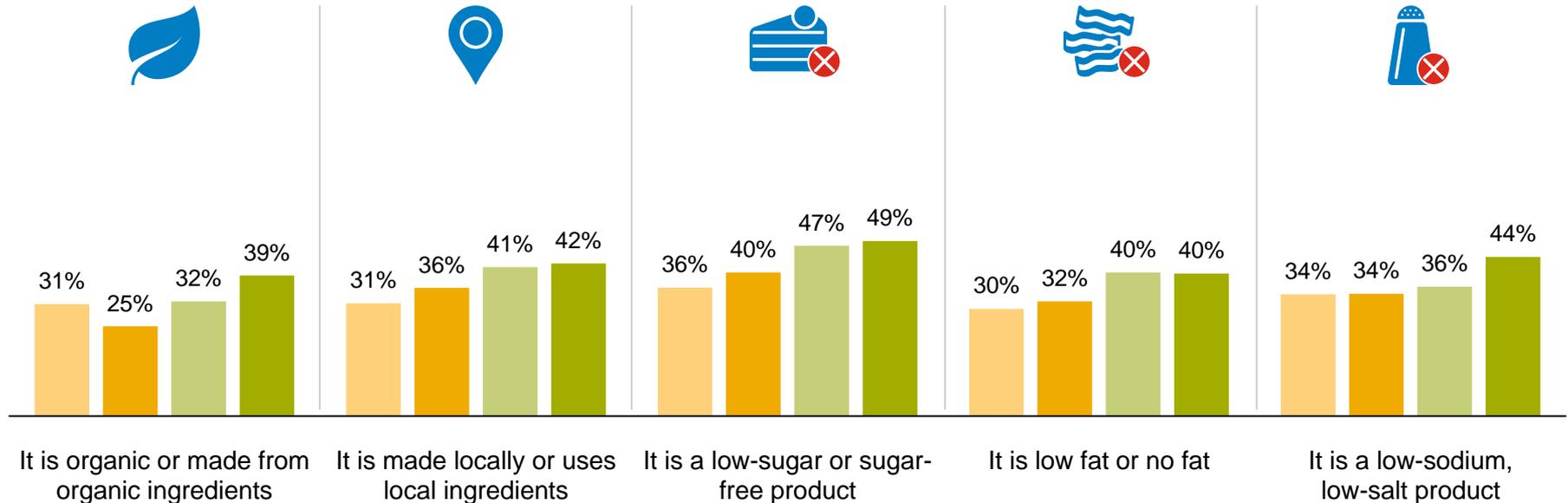
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

© GfK 2017 | Decision factors on what to eat or drink



Decision factors on what to eat or drink

Average across the USA among income quartiles (1/2)

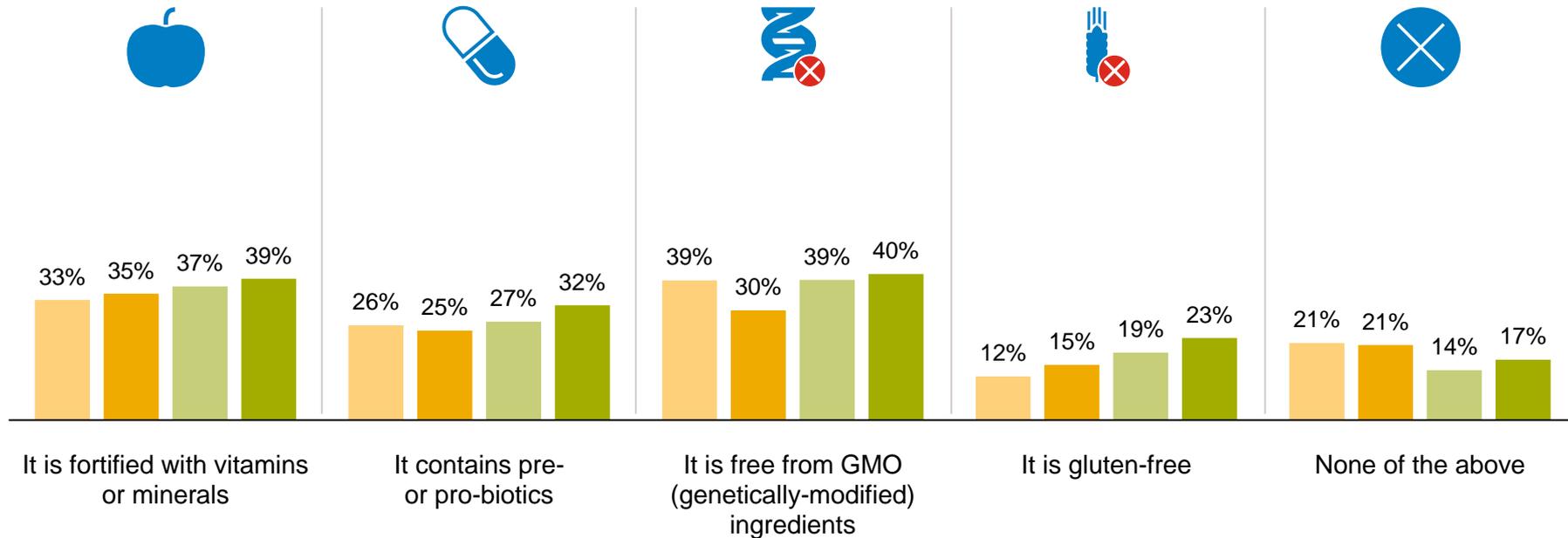


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

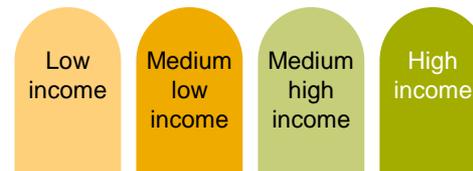


Decision factors on what to eat or drink

Average across the USA among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



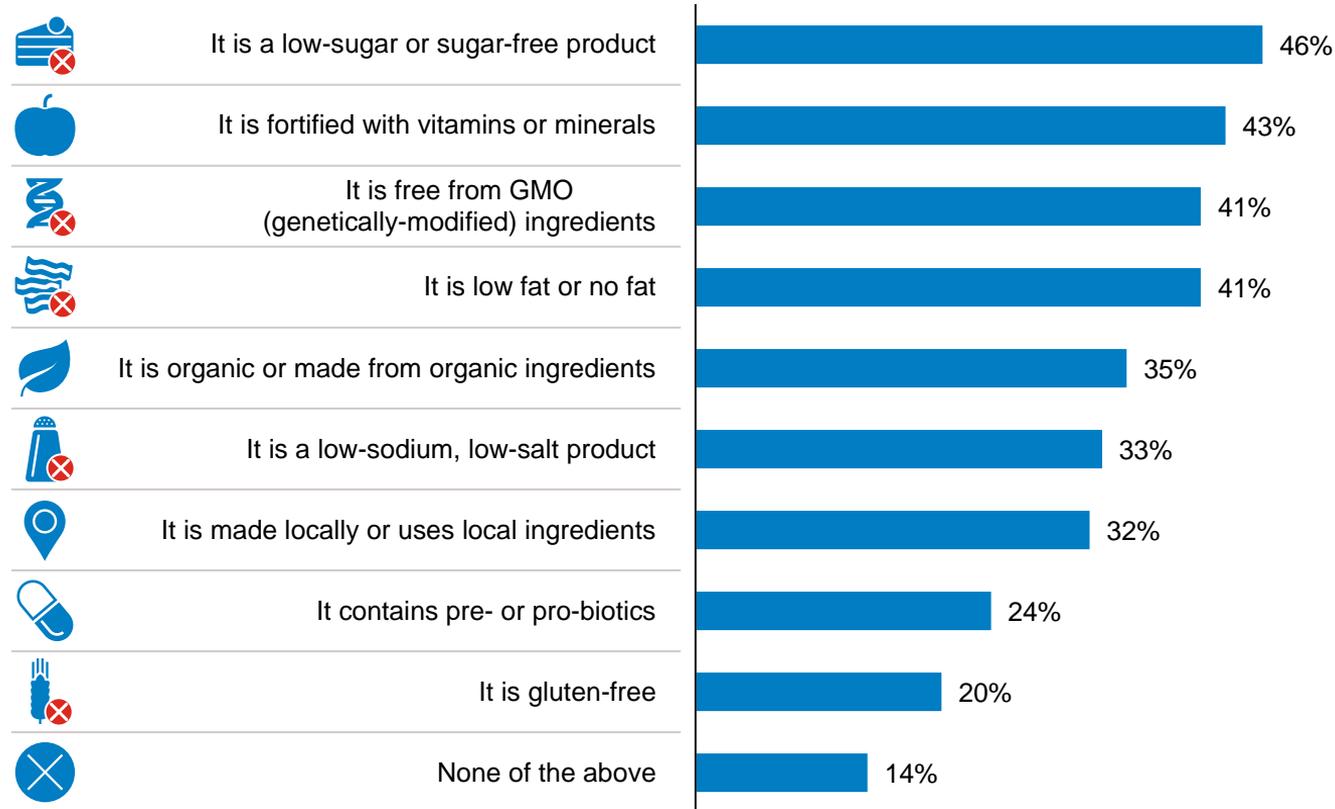
Country results – Latin America

Argentina



Decision factors on what to eat or drink

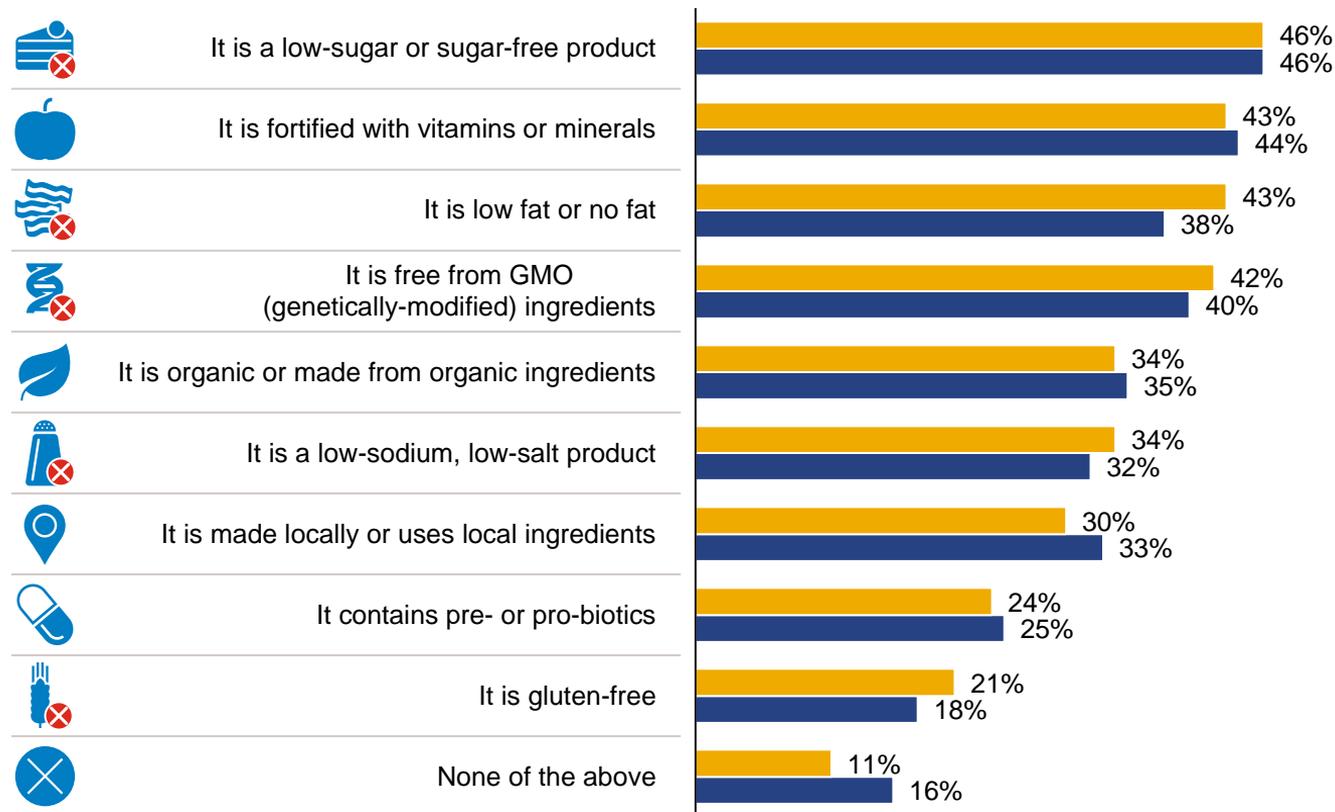
Average across Argentina



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

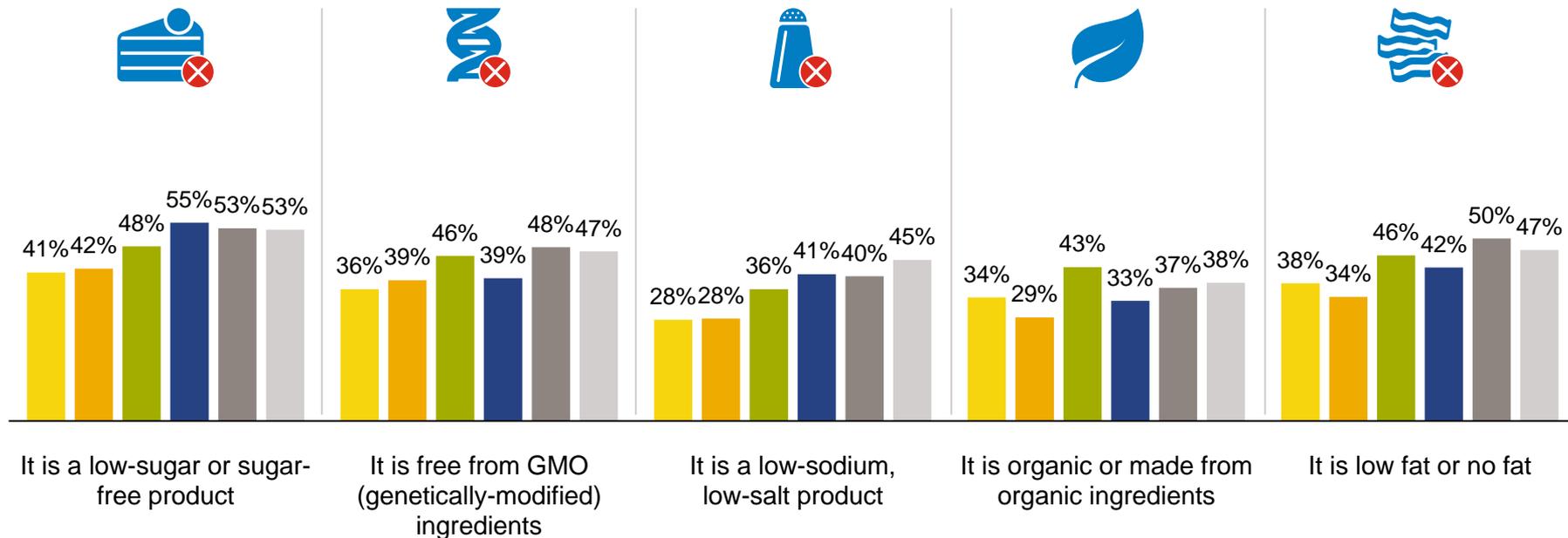
Average across Argentina among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Argentina among age-groups (1/2)



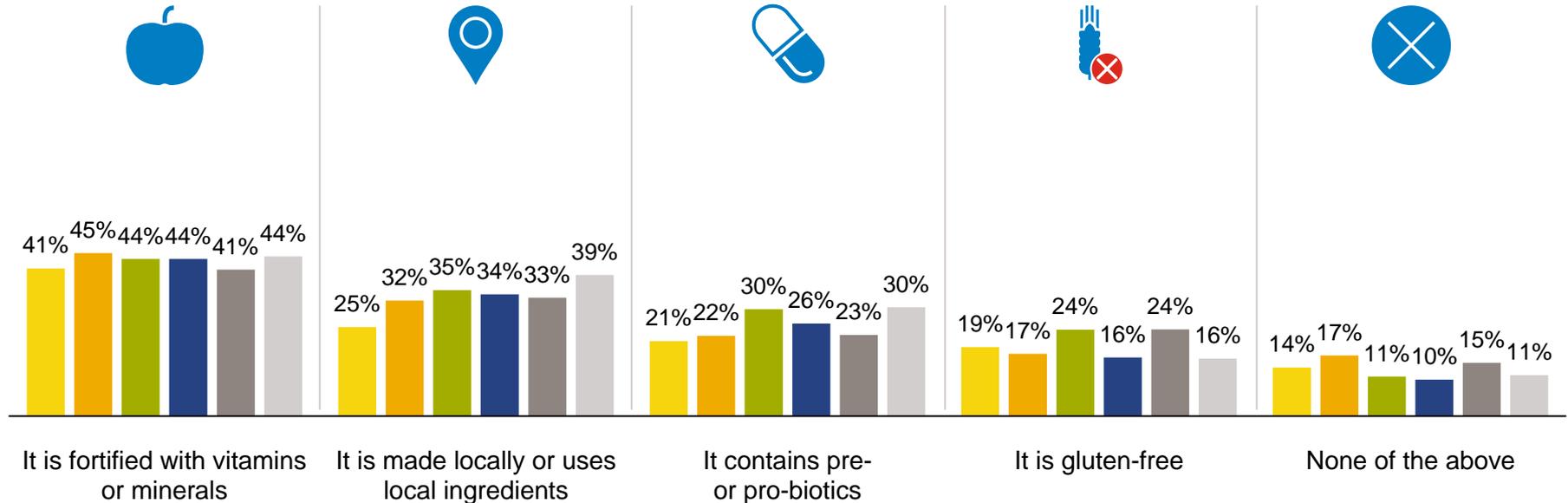
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

© GfK 2017 | Decision factors on what to eat or drink



Decision factors on what to eat or drink

Average across Argentina among age-groups (2/2)



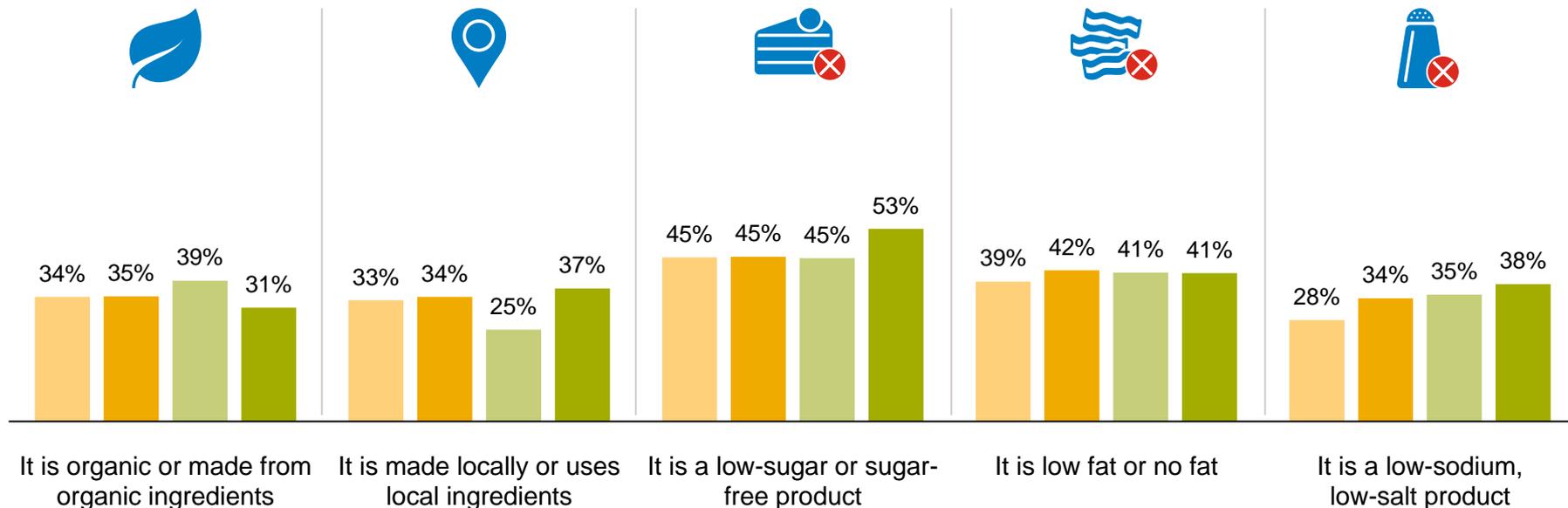
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Argentina among income quartiles (1/2)

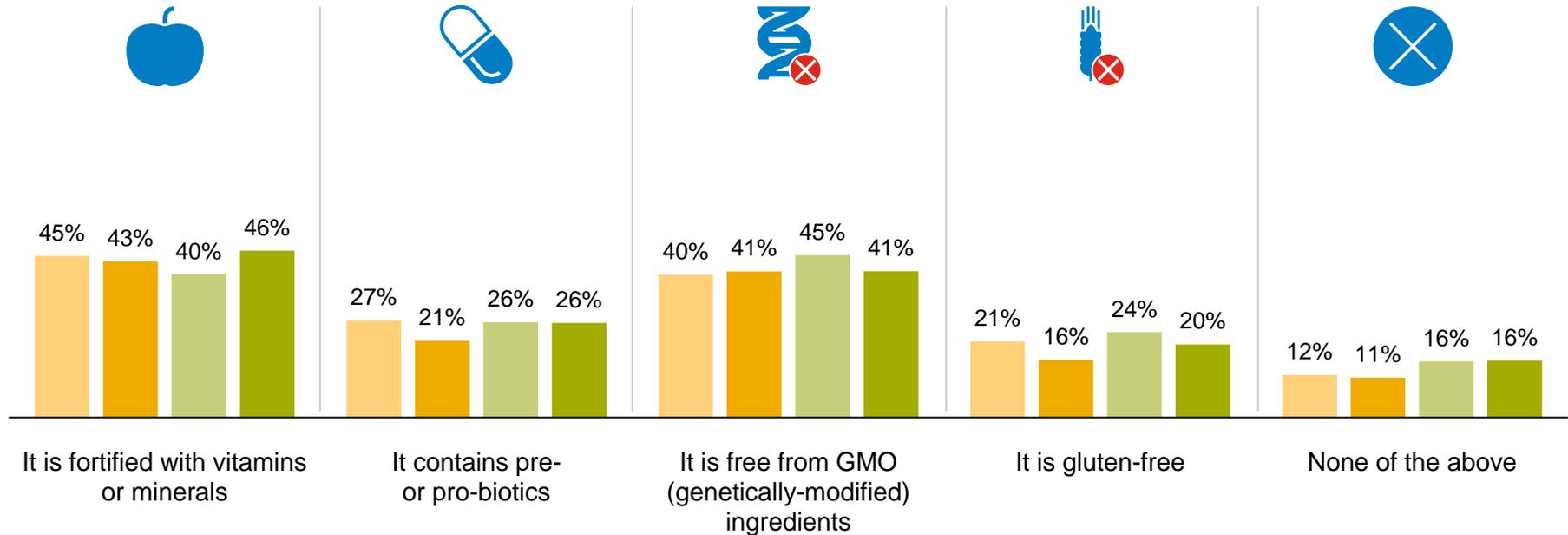


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Decision factors on what to eat or drink

Average across Argentina among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

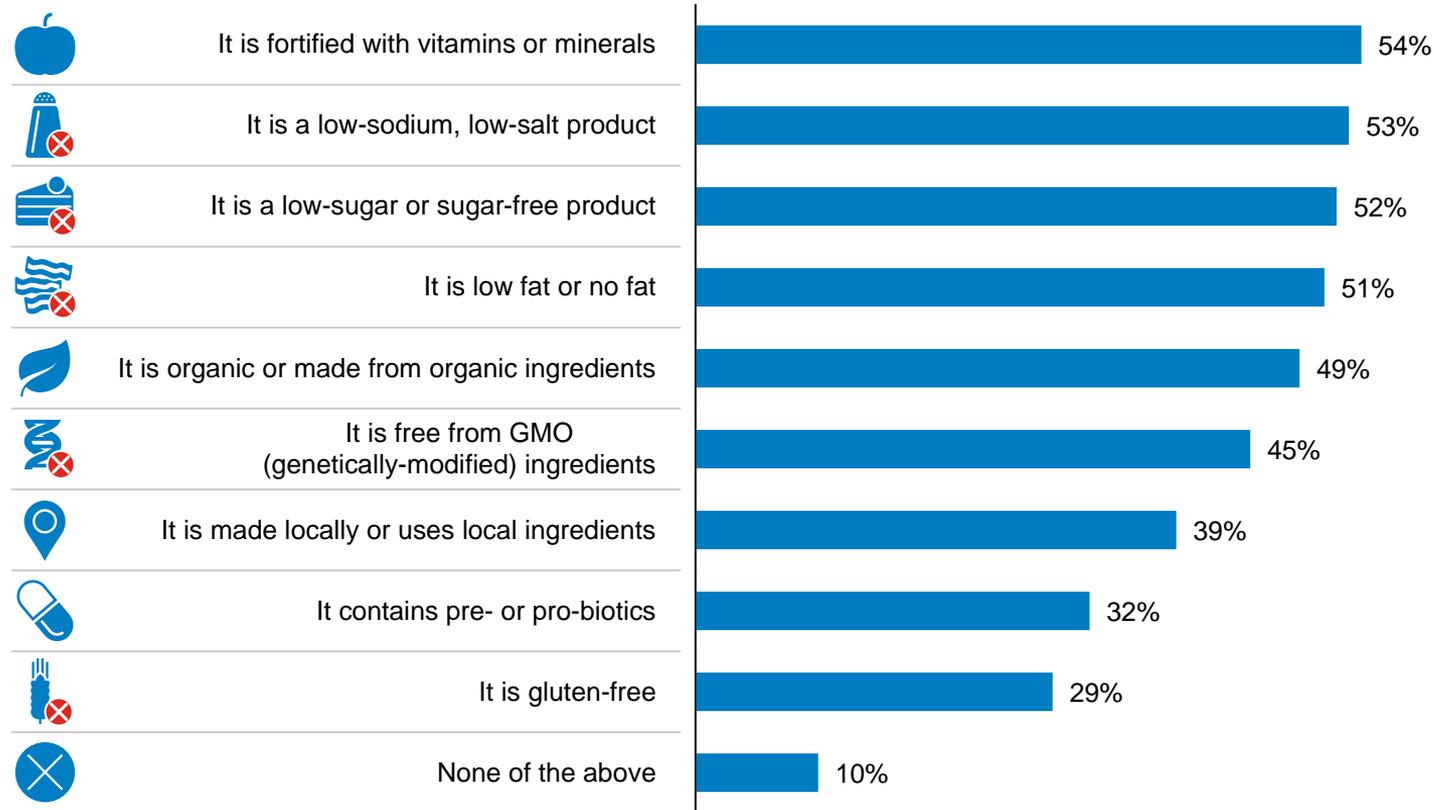


Brazil



Decision factors on what to eat or drink

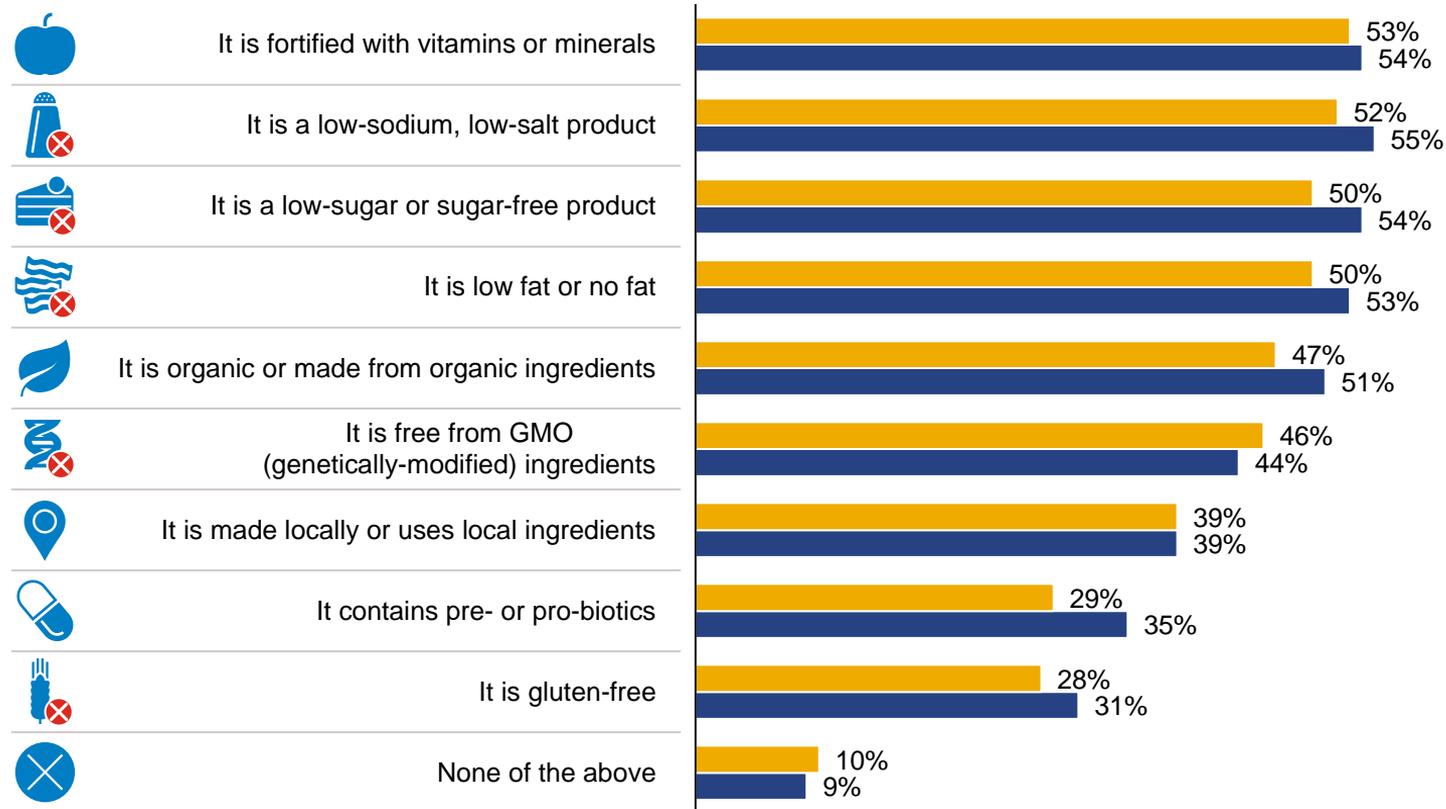
Average across Brazil



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

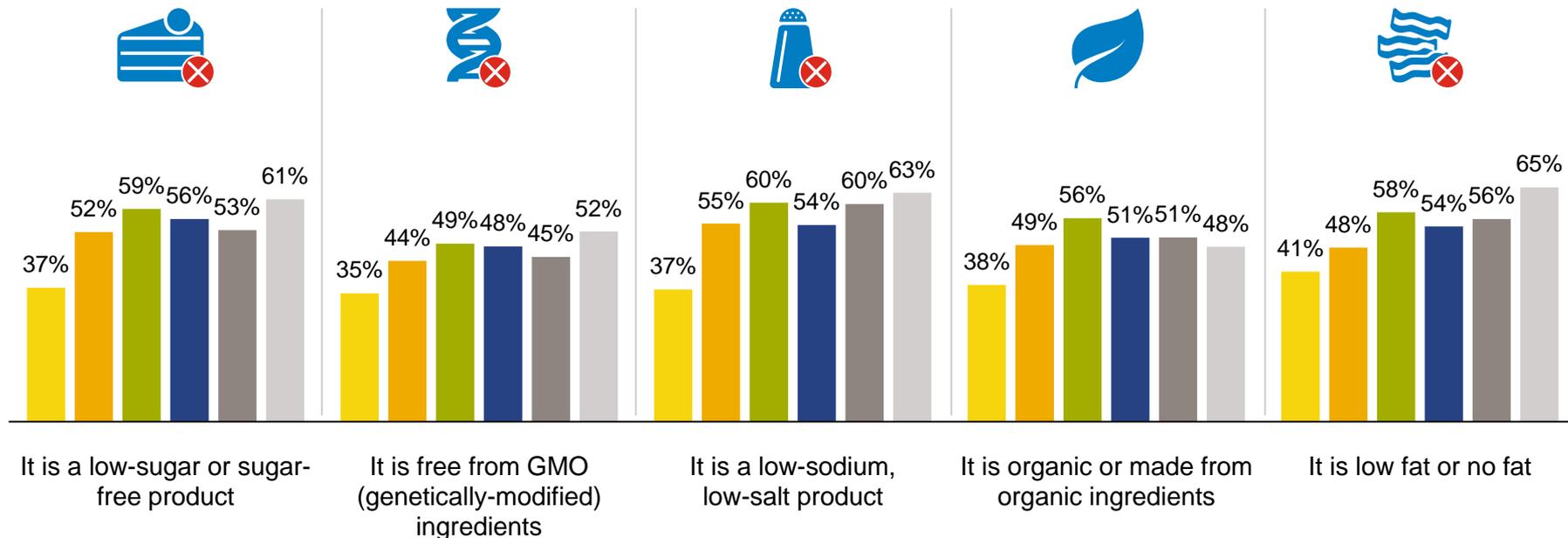
Average across Brazil among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Brazil among age-groups (1/2)



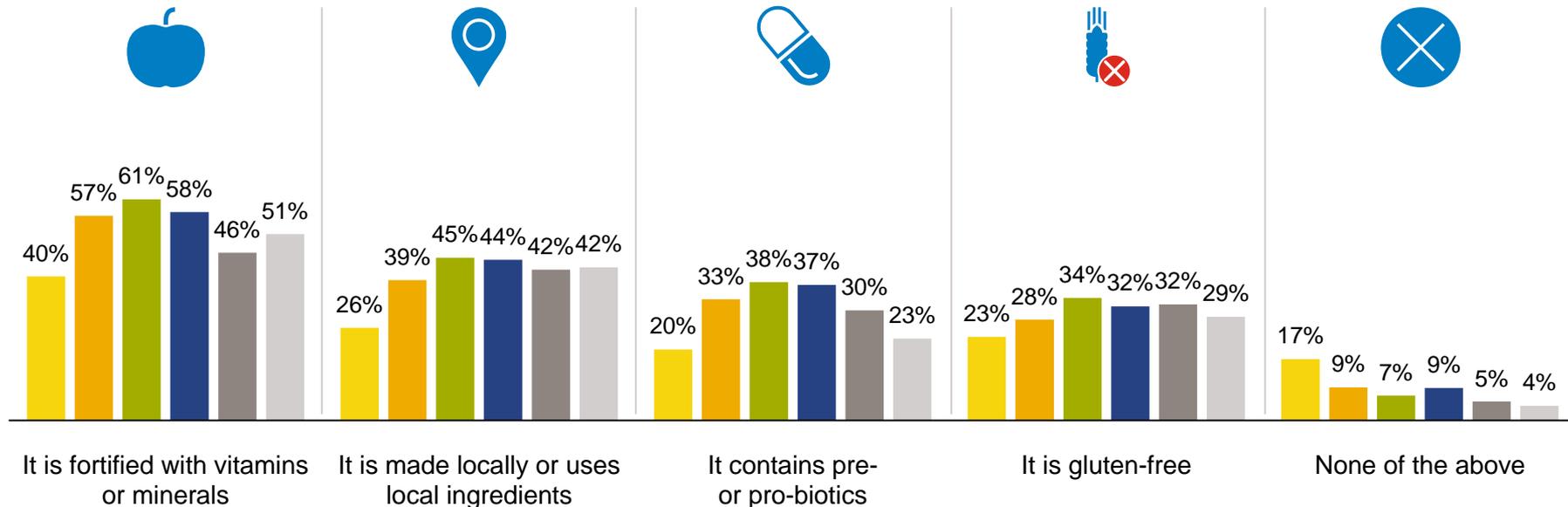
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Brazil among age-groups (2/2)



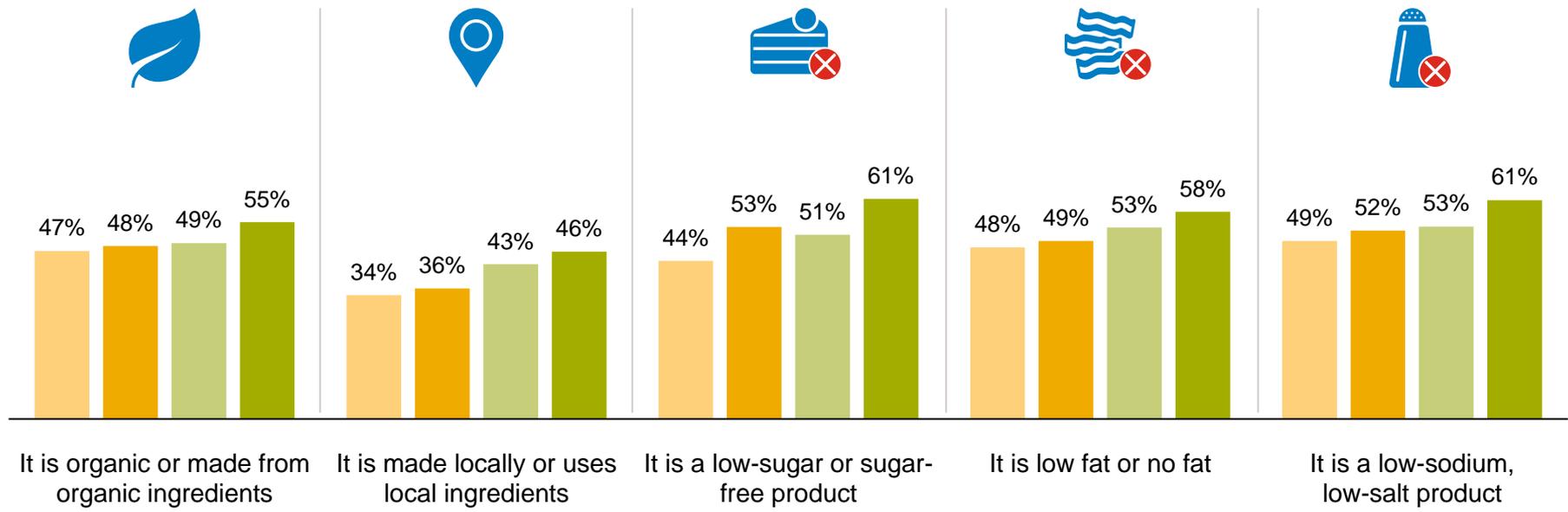
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Brazil among income quartiles (1/2)

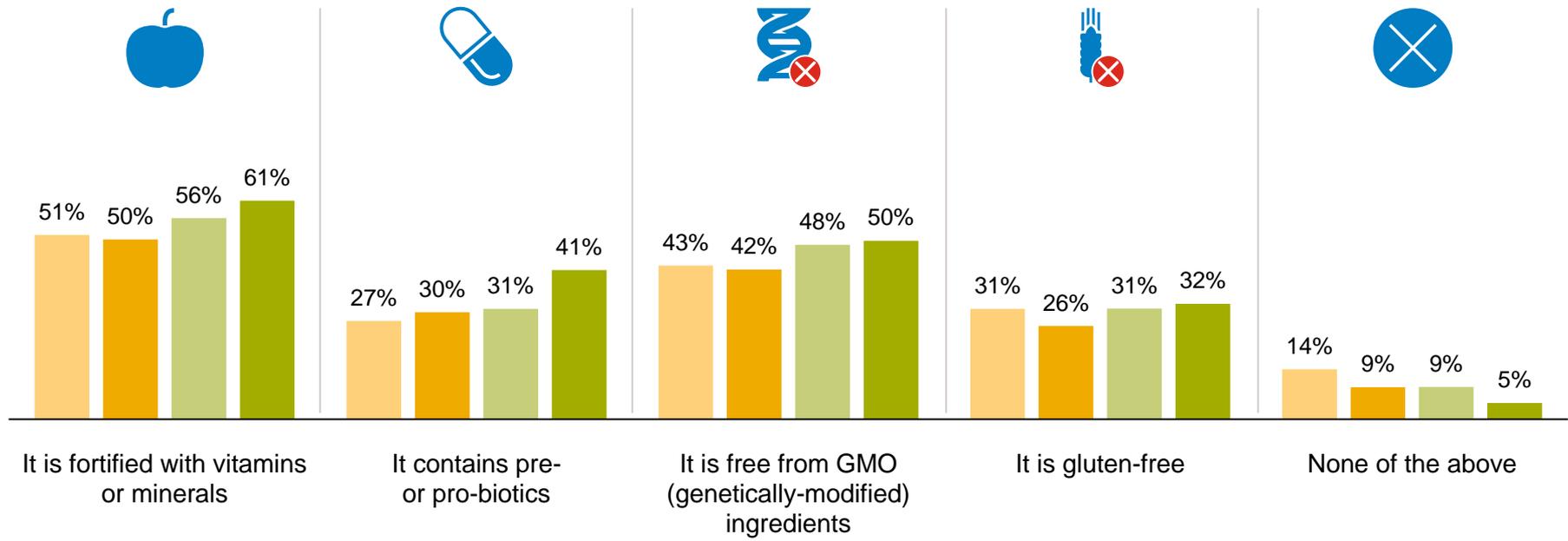


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Decision factors on what to eat or drink

Average across Brazil among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

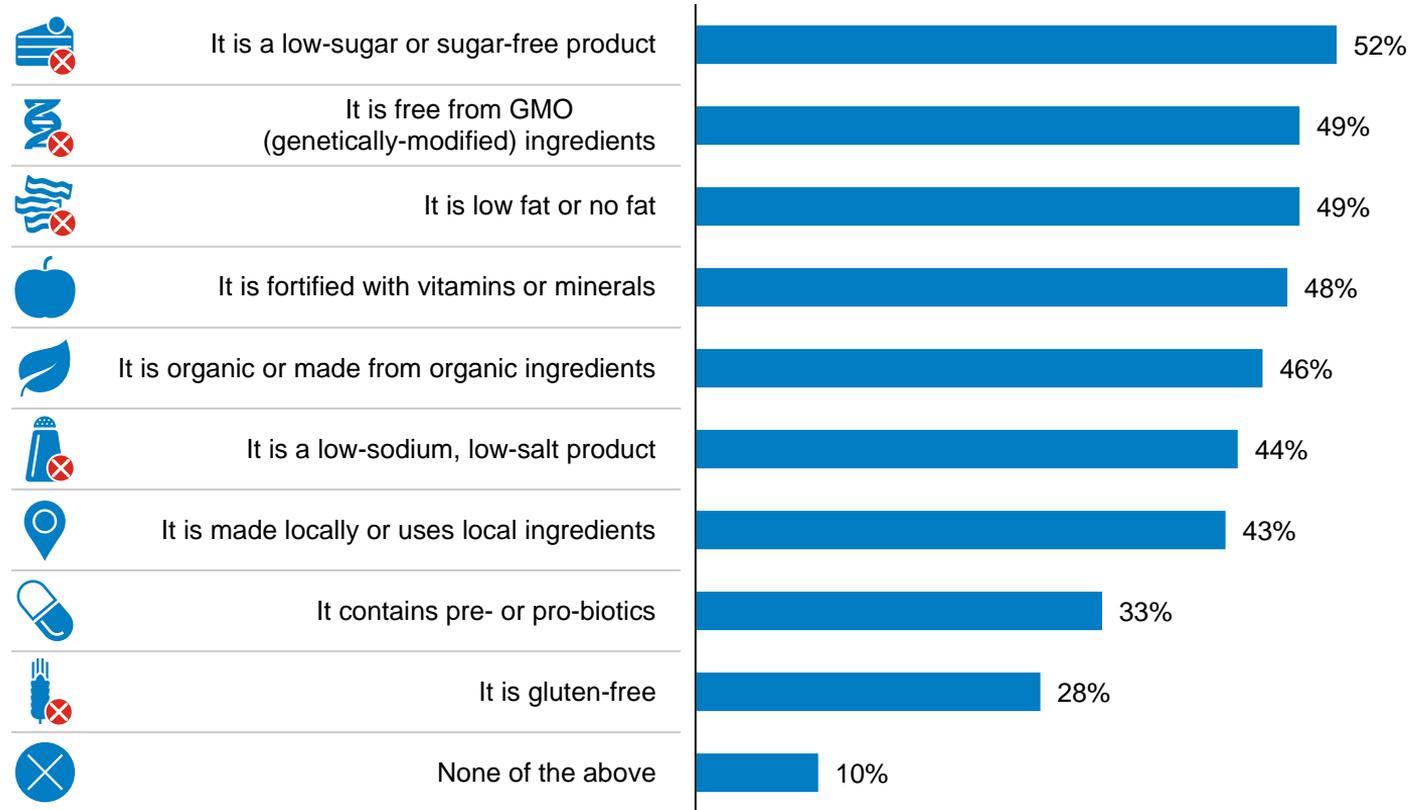


Mexico



Decision factors on what to eat or drink

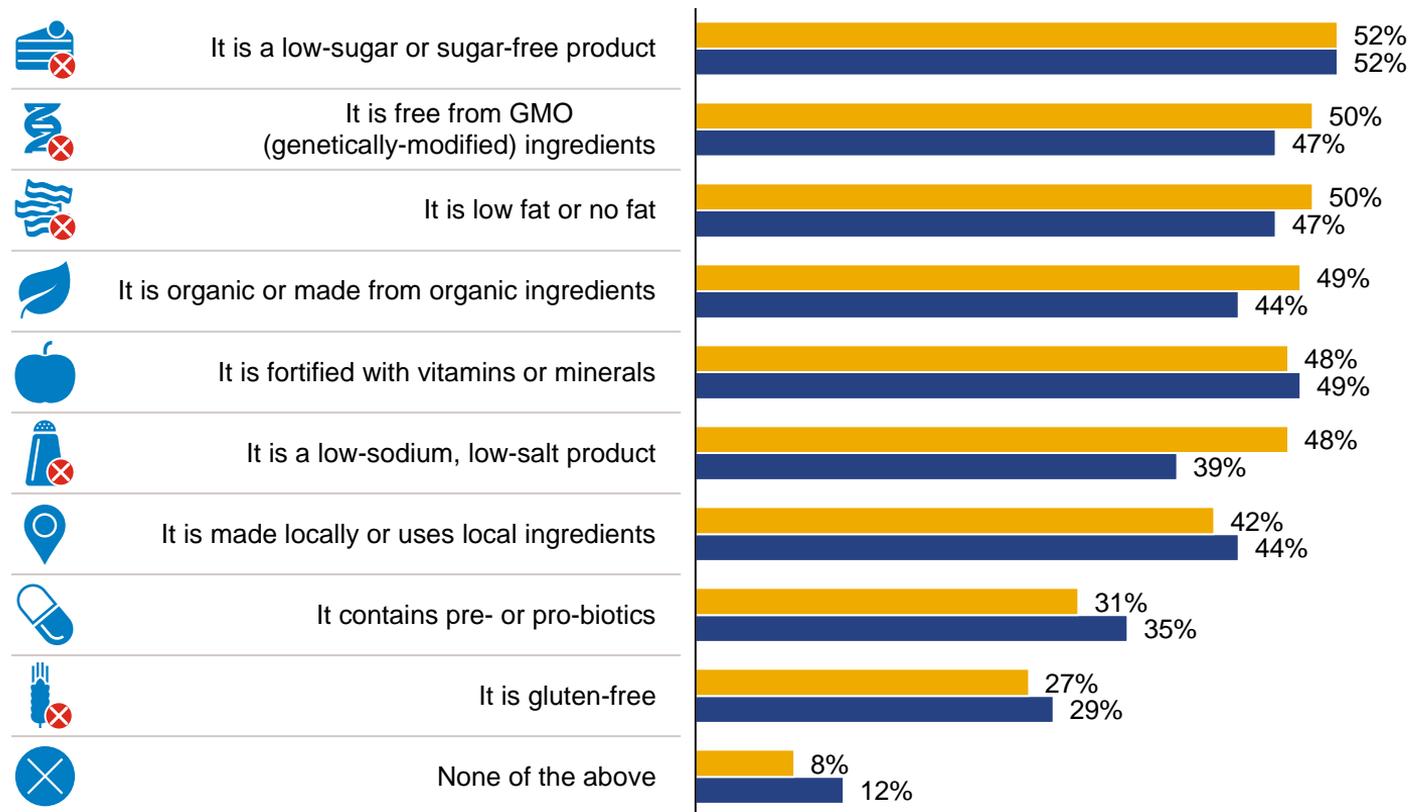
Average across Mexico



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

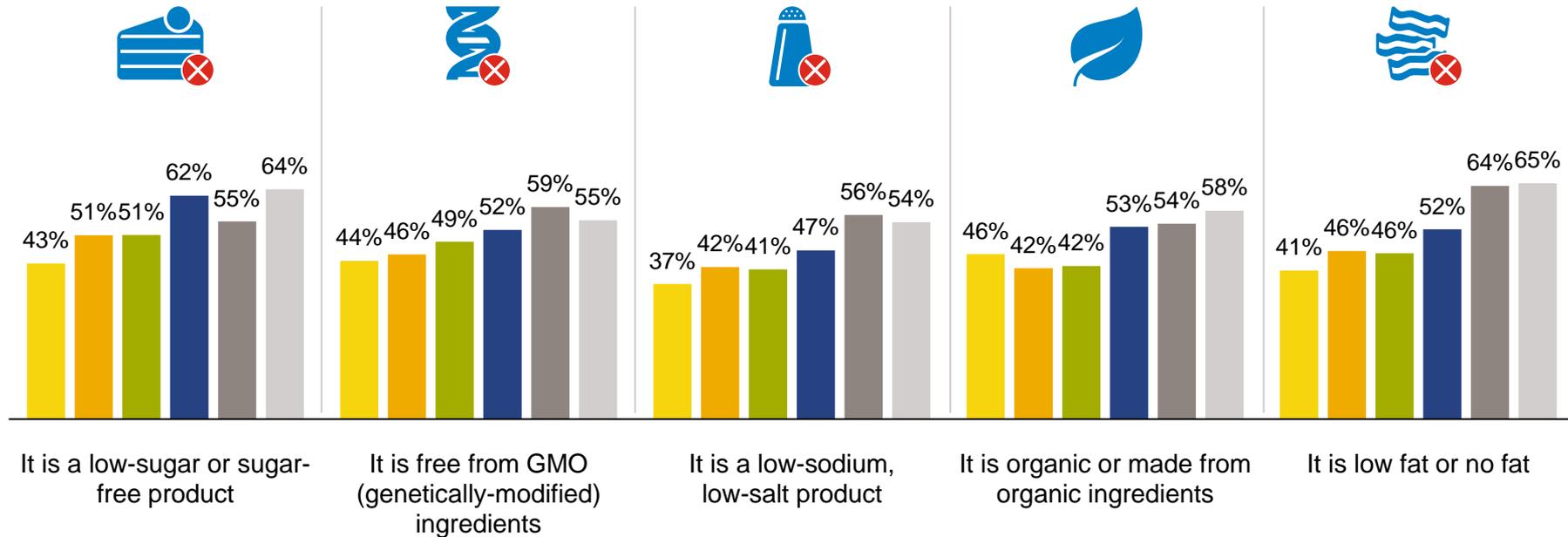
Average across Mexico among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Mexico among age-groups (1/2)



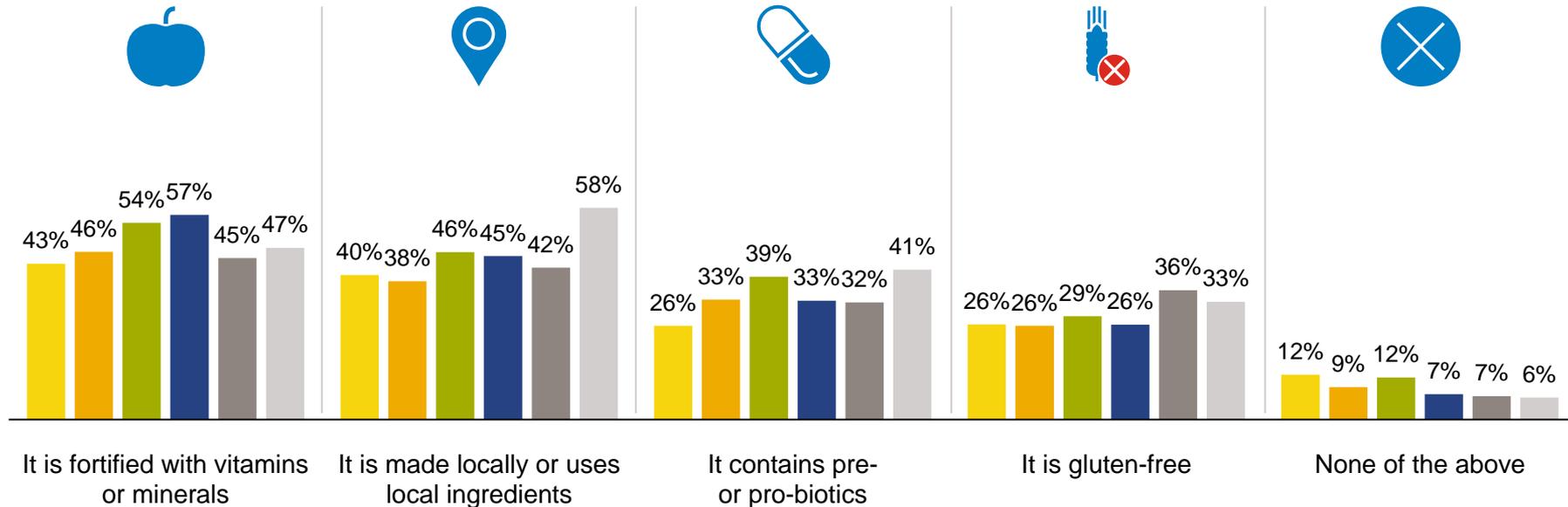
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Mexico among age-groups (2/2)



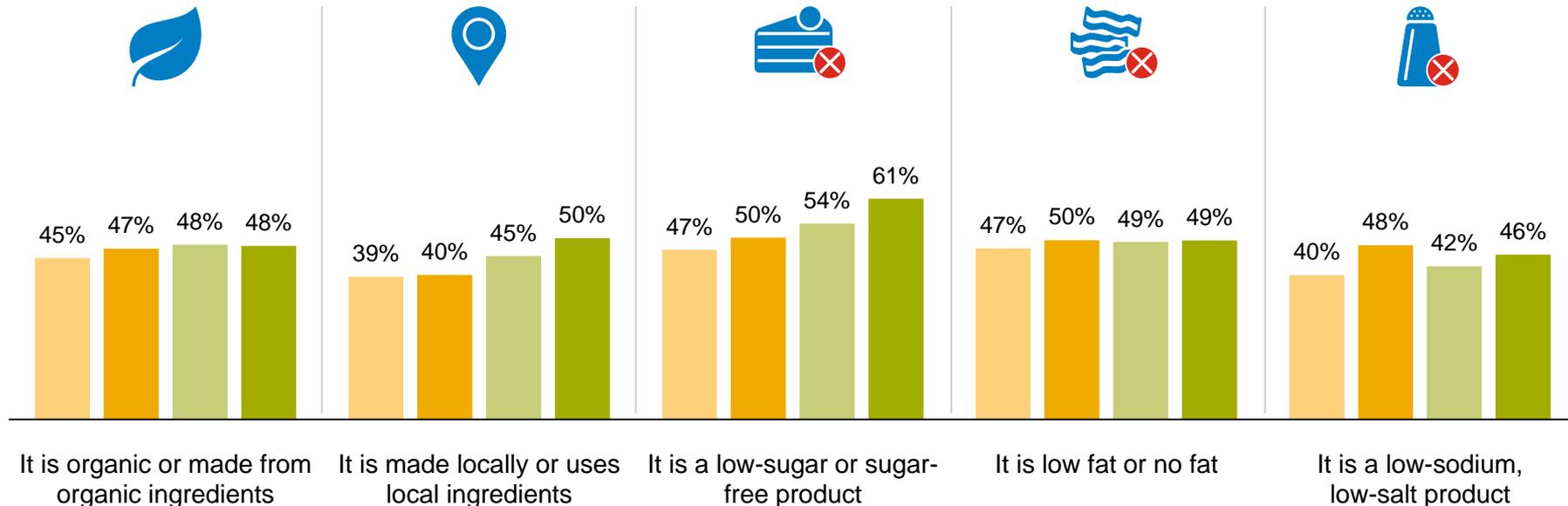
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Mexico among income quartiles (1/2)

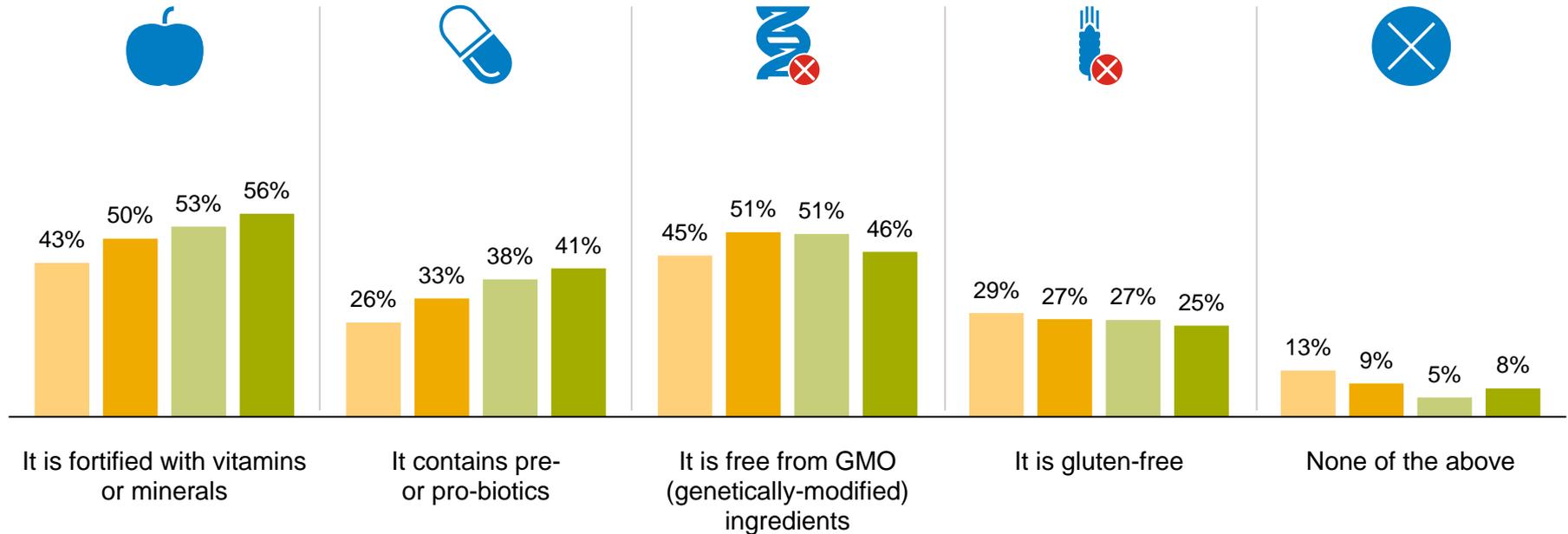


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

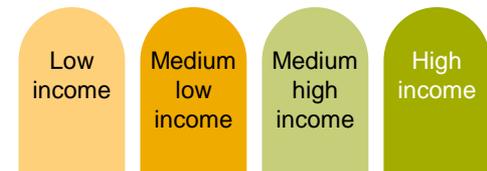


Decision factors on what to eat or drink

Average across Mexico among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



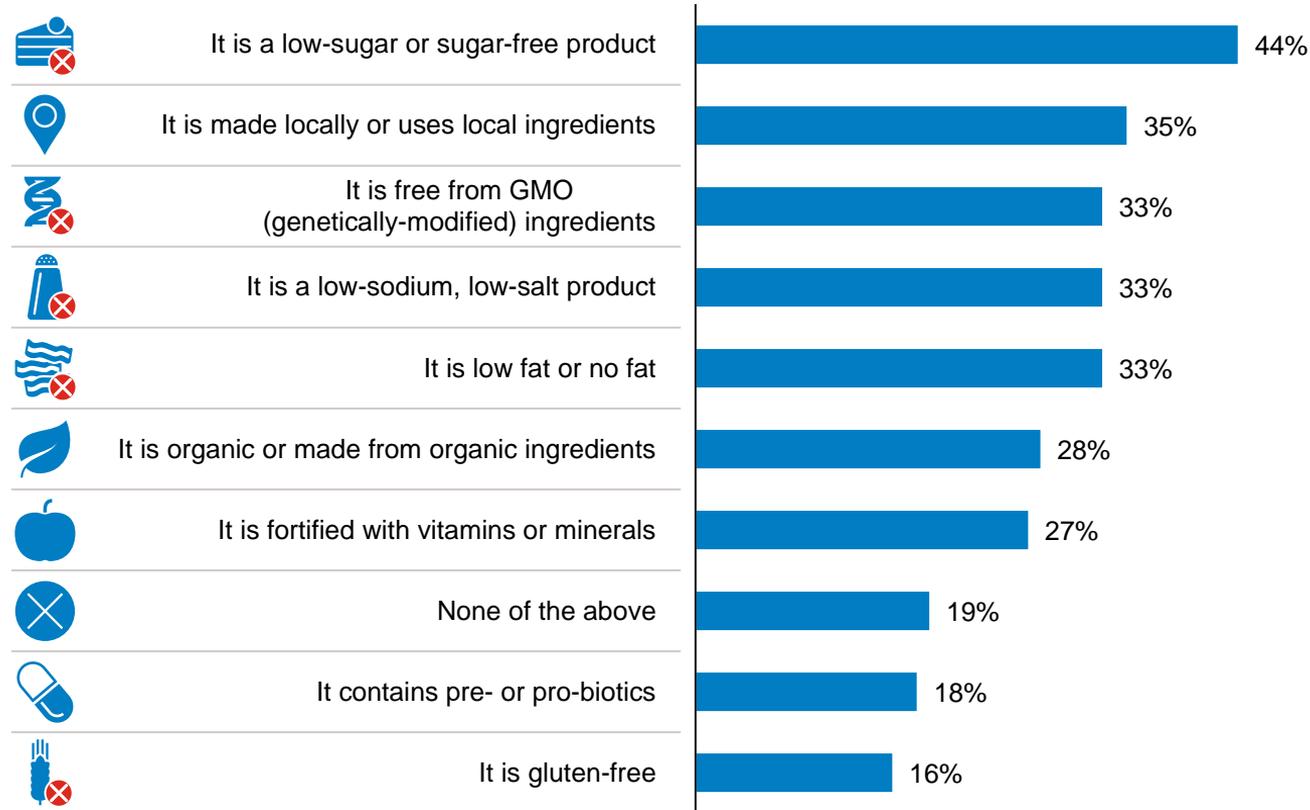
Country results – Asia-Pacific

Australia



Decision factors on what to eat or drink

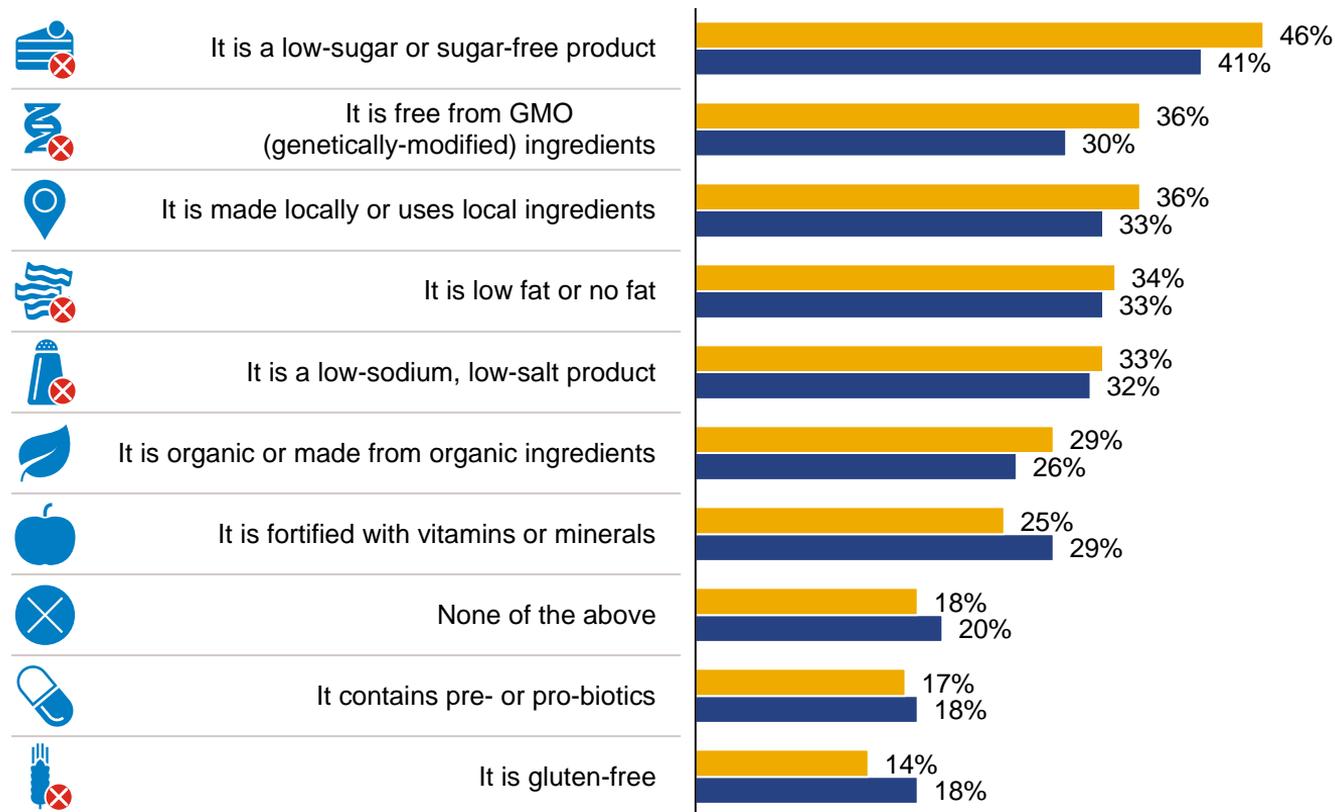
Average across Australia



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

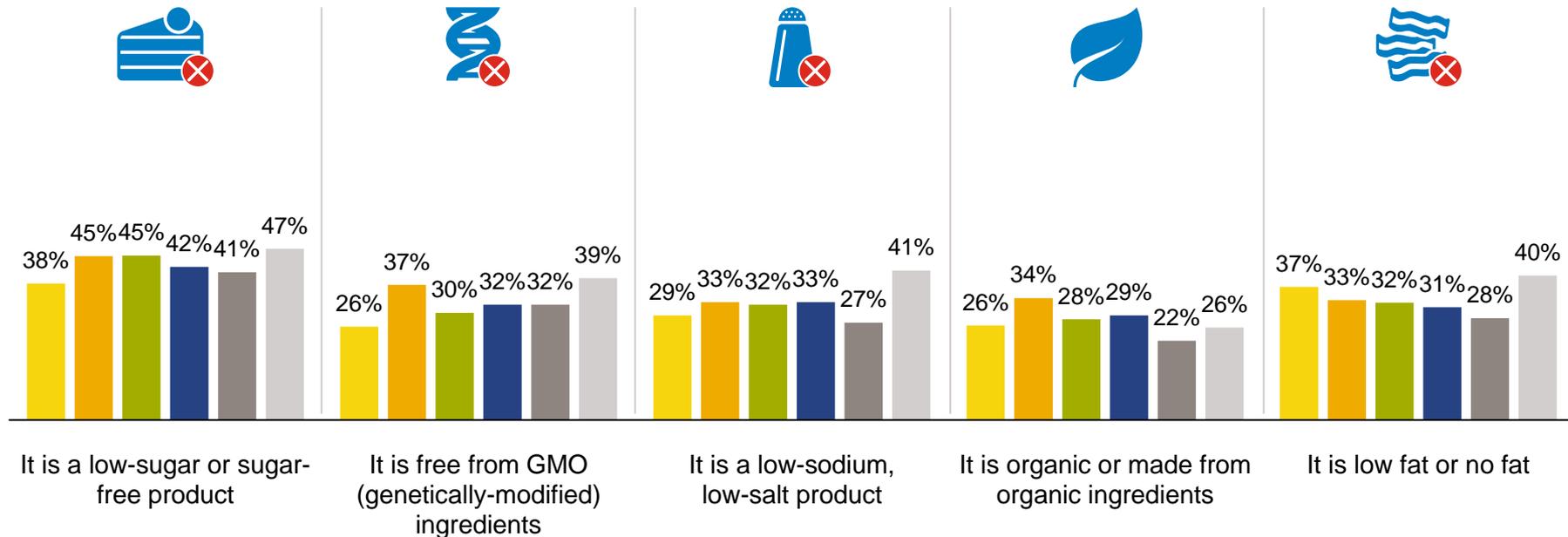
Average across Australia among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Australia among age-groups (1/2)



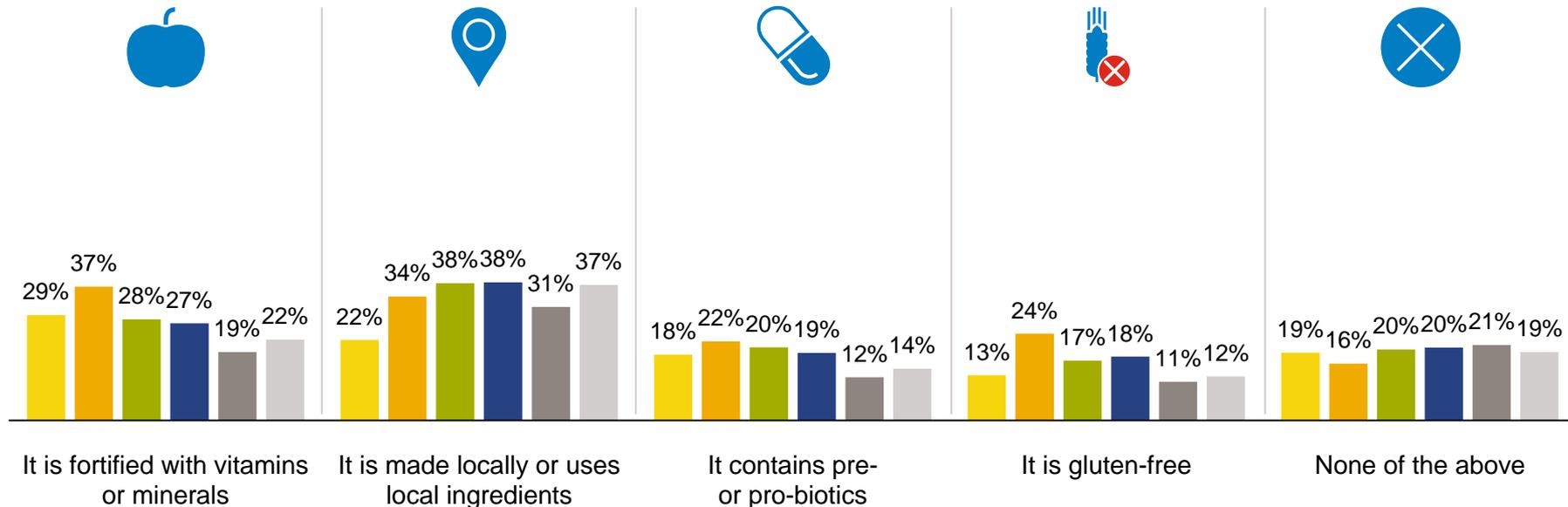
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Australia among age-groups (2/2)



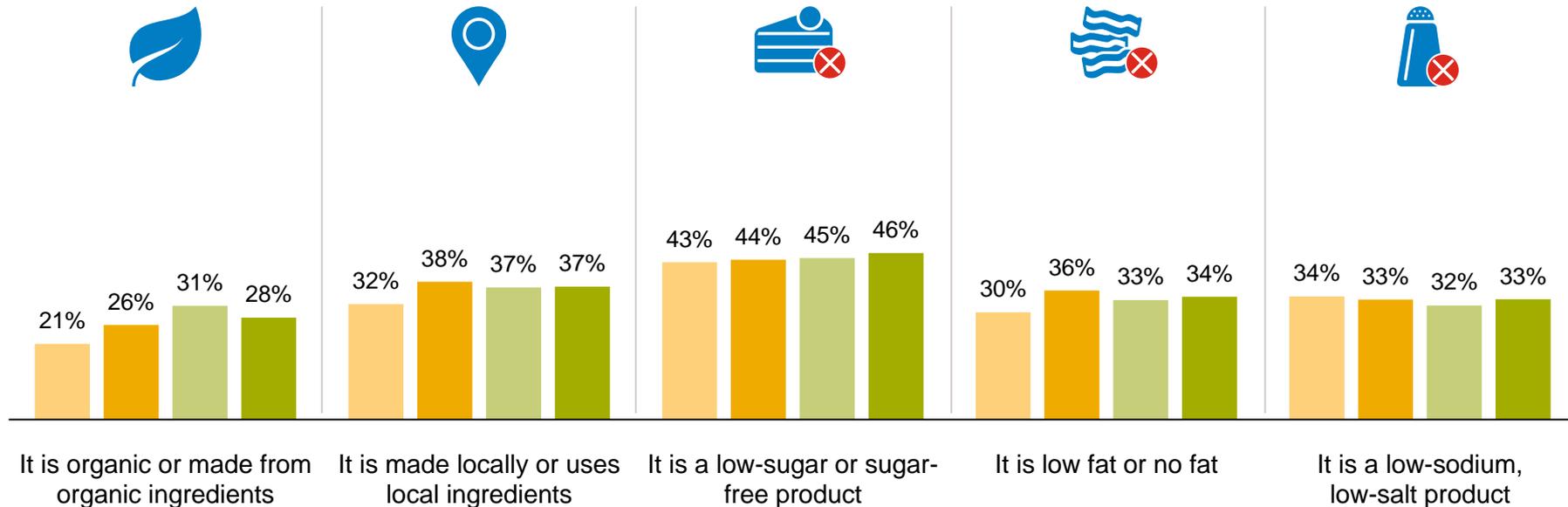
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Australia among income quartiles (1/2)

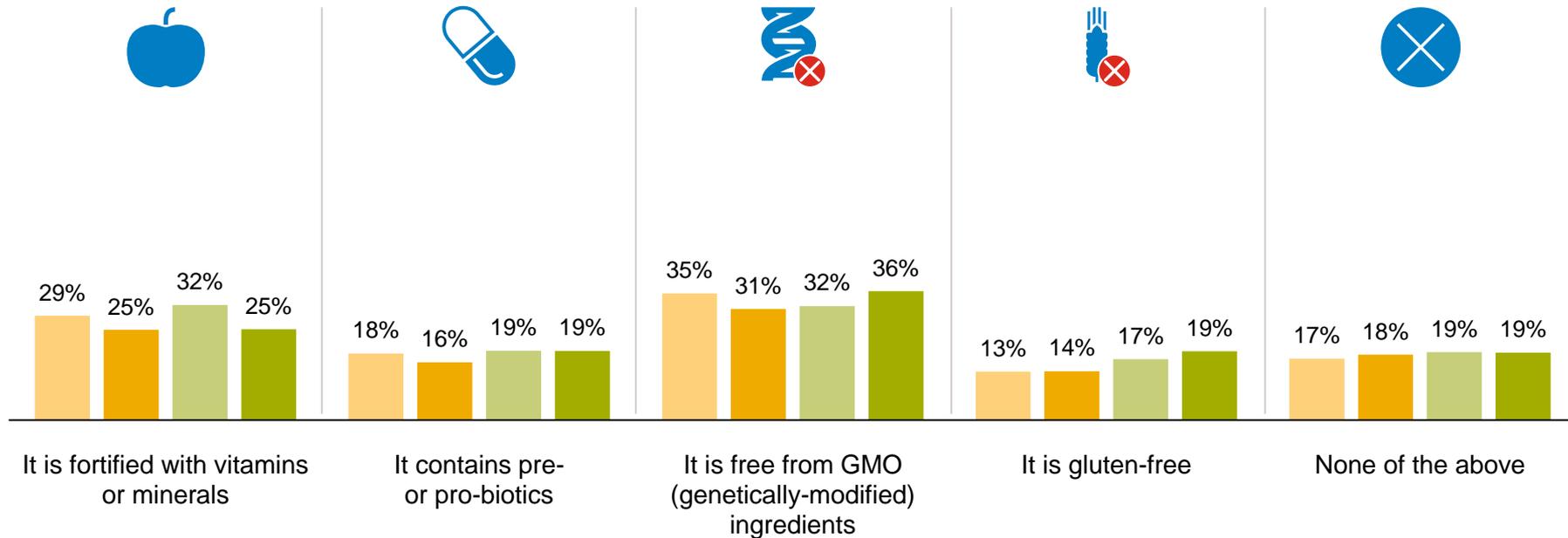


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Decision factors on what to eat or drink

Average across Australia among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

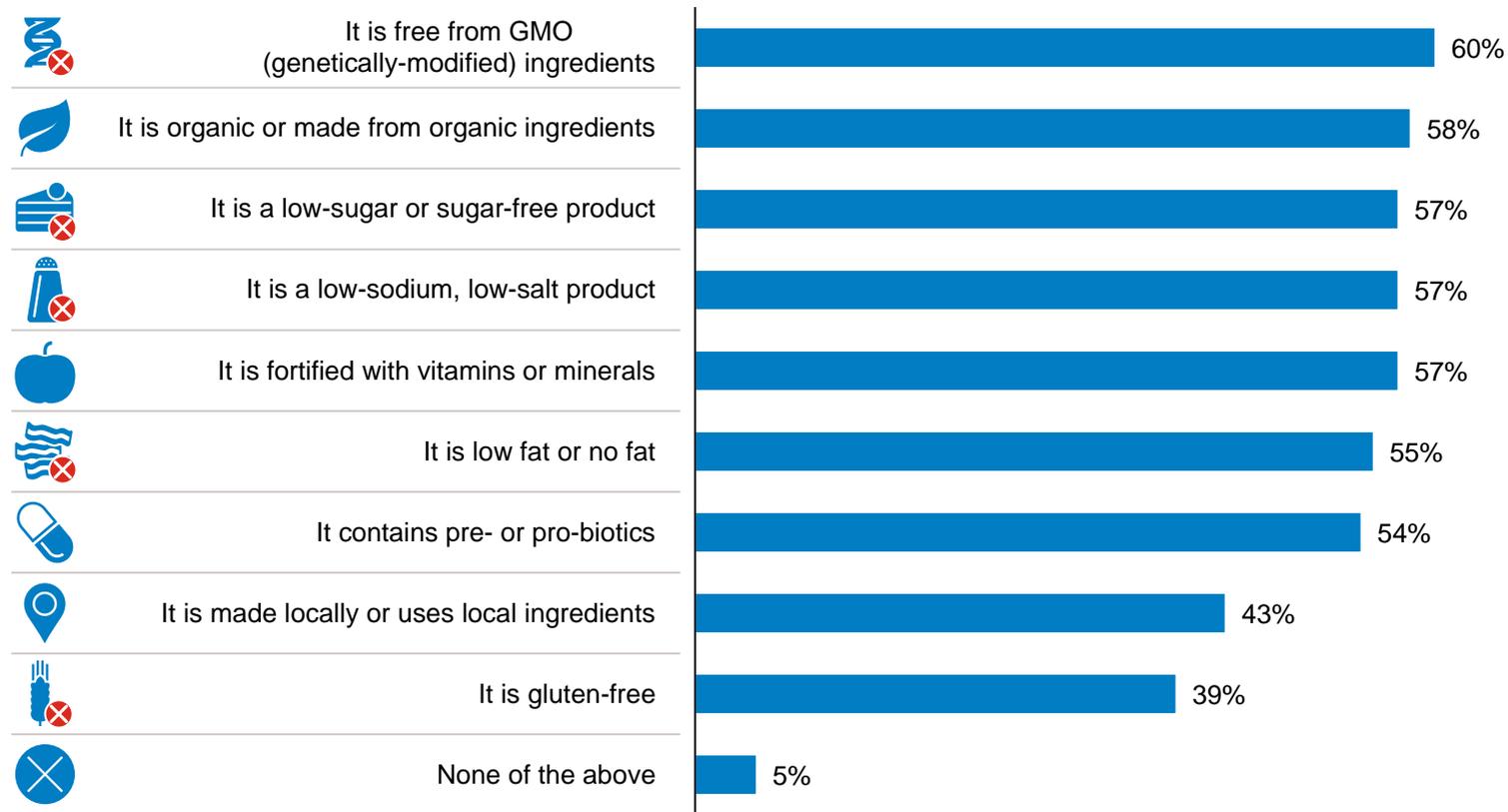


China



Decision factors on what to eat or drink

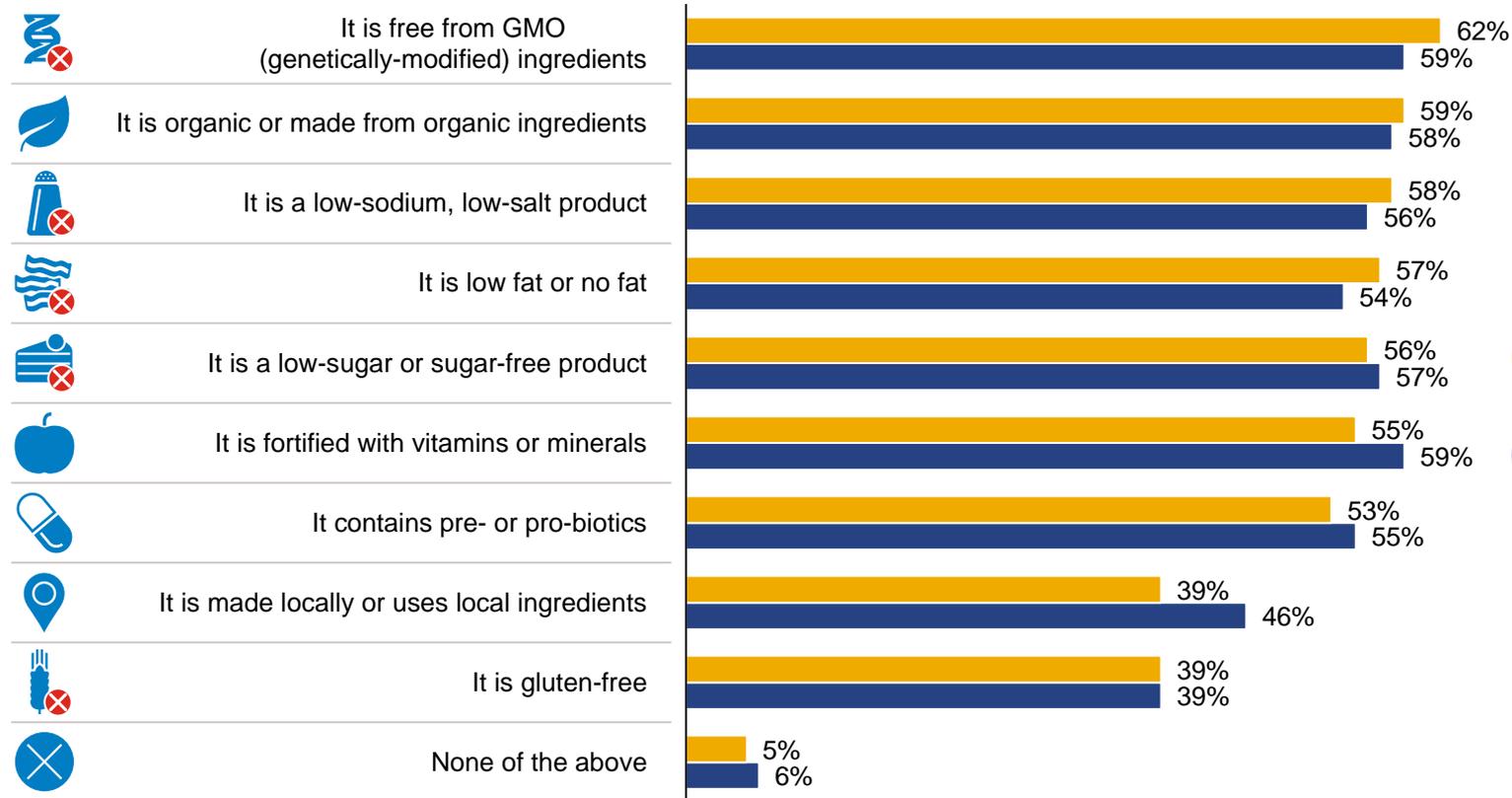
Average across China



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

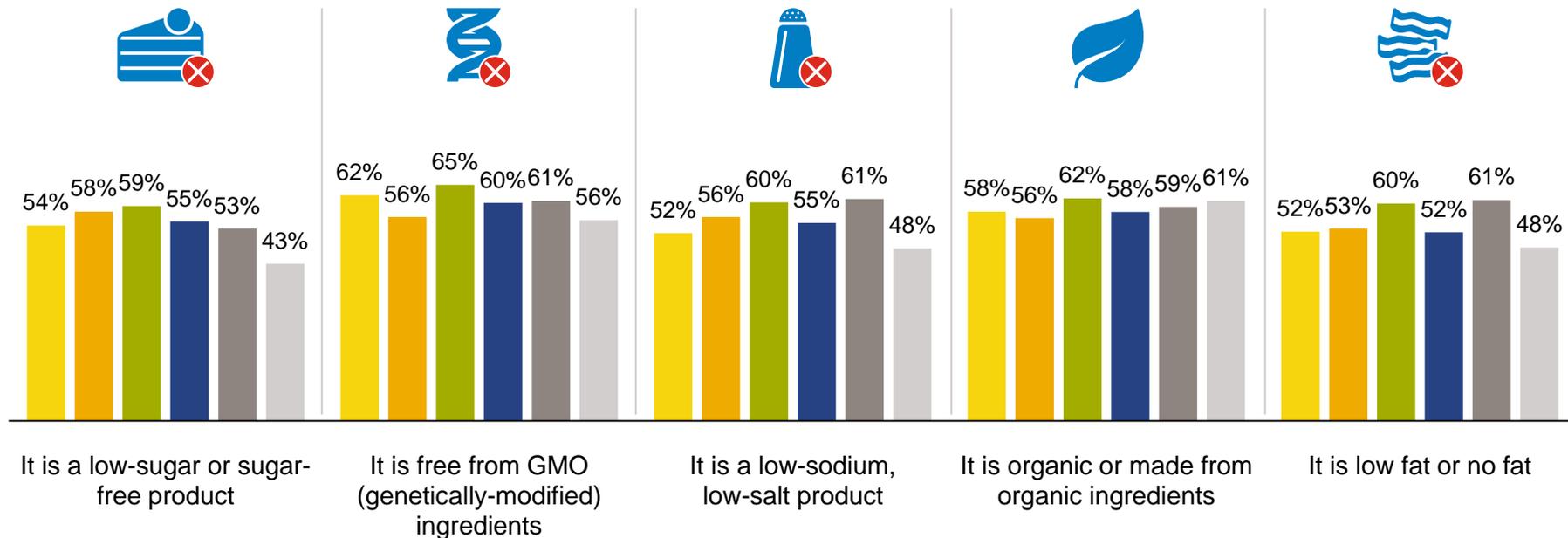
Average across China among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across China among age-groups (1/2)



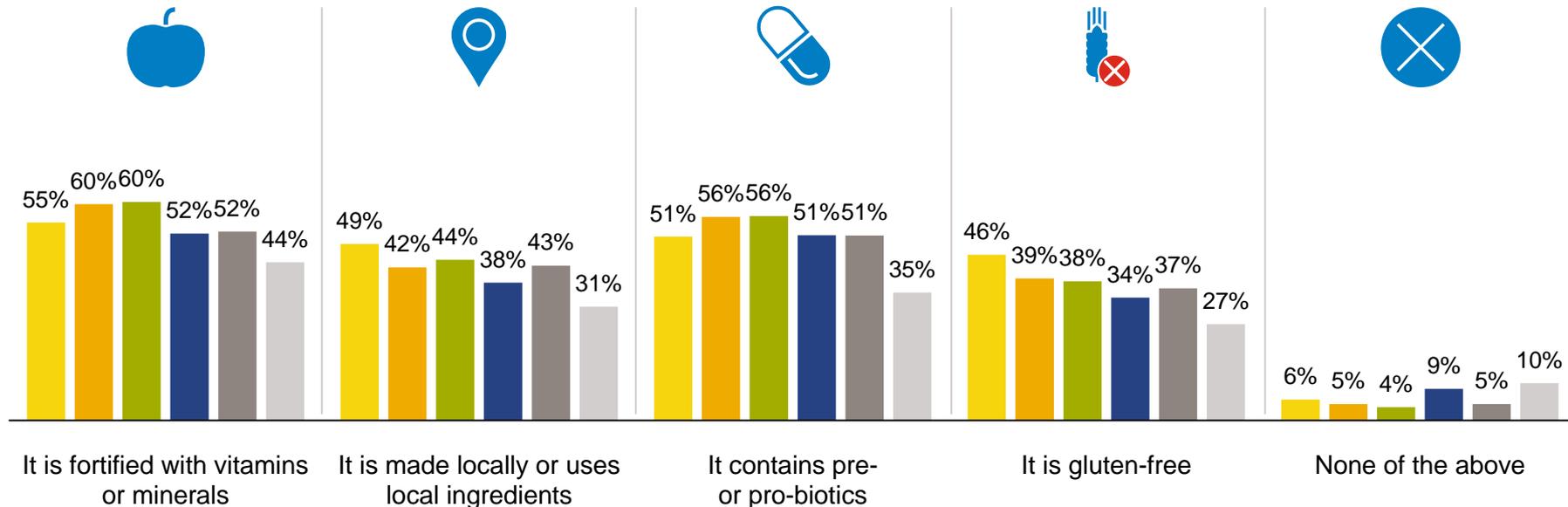
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across China among age-groups (2/2)



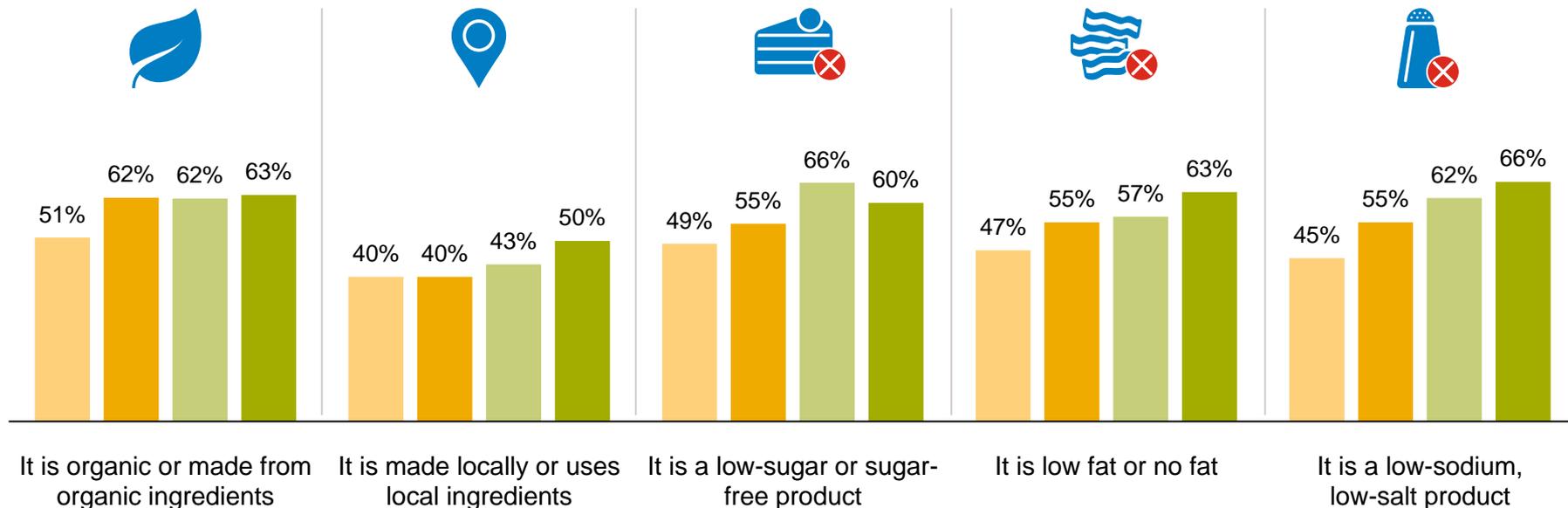
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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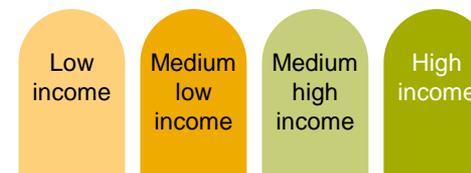


Decision factors on what to eat or drink

Average across China among income quartiles (1/2)

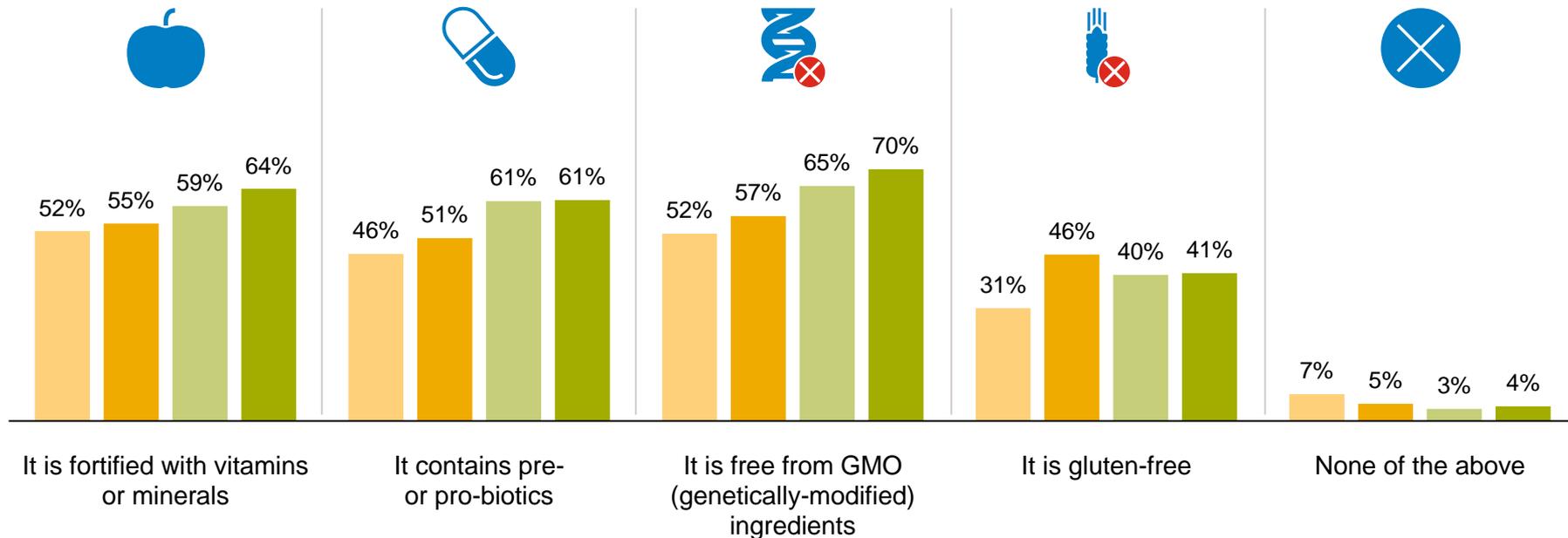


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

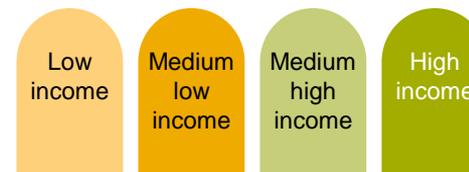


Decision factors on what to eat or drink

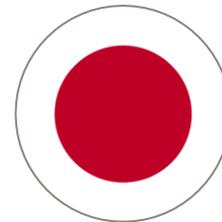
Average across China among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

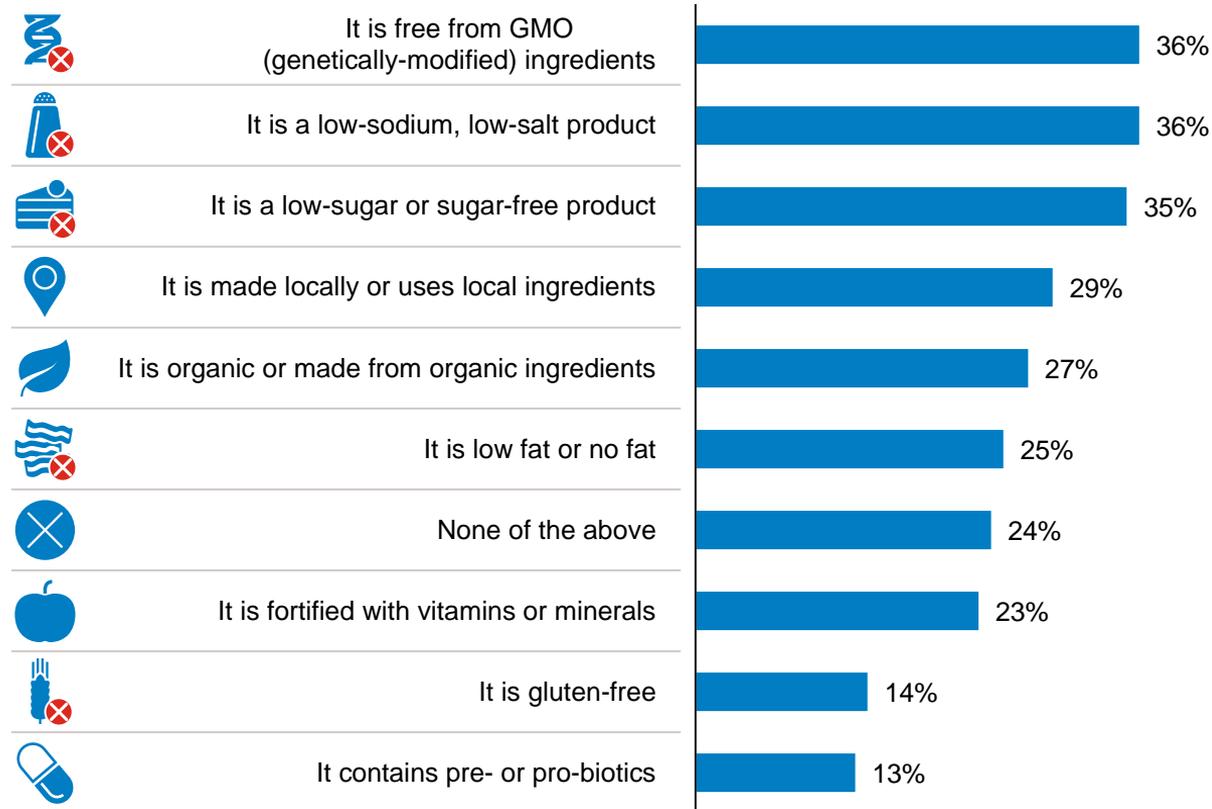


Japan



Decision factors on what to eat or drink

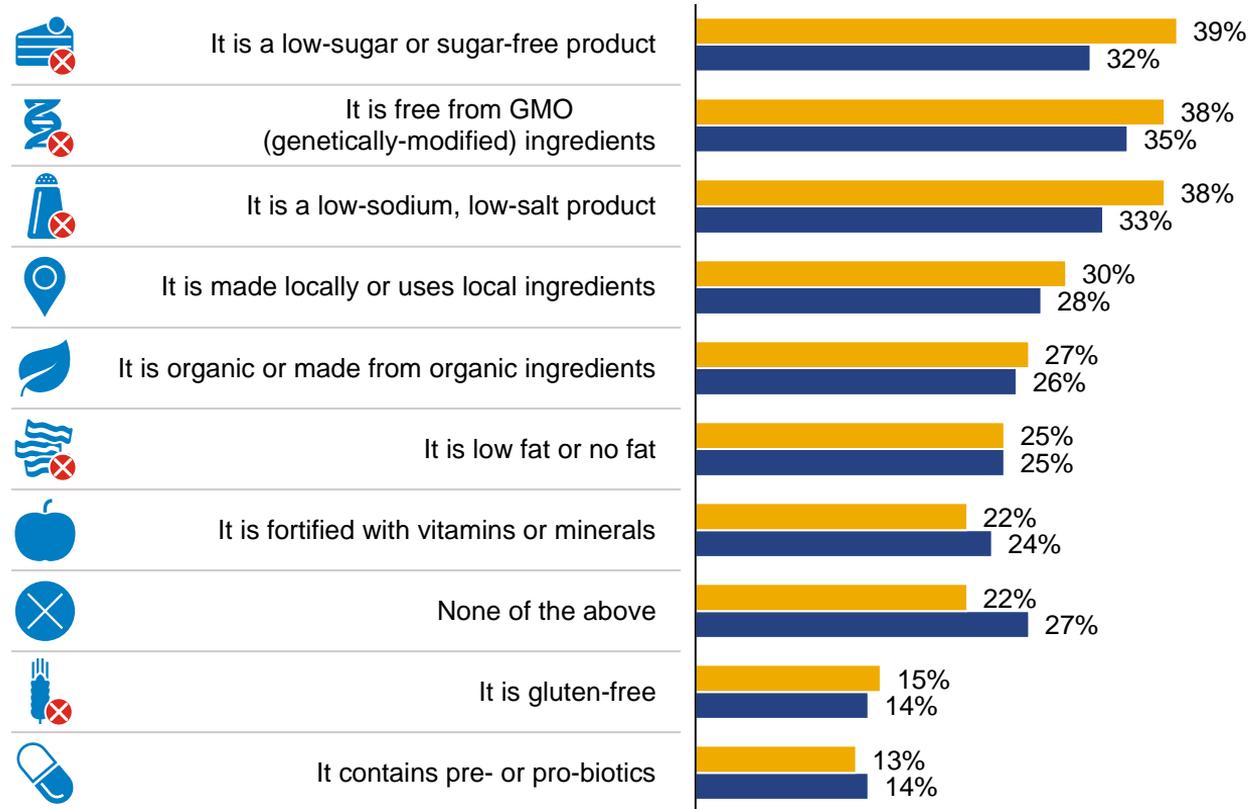
Average across Japan



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

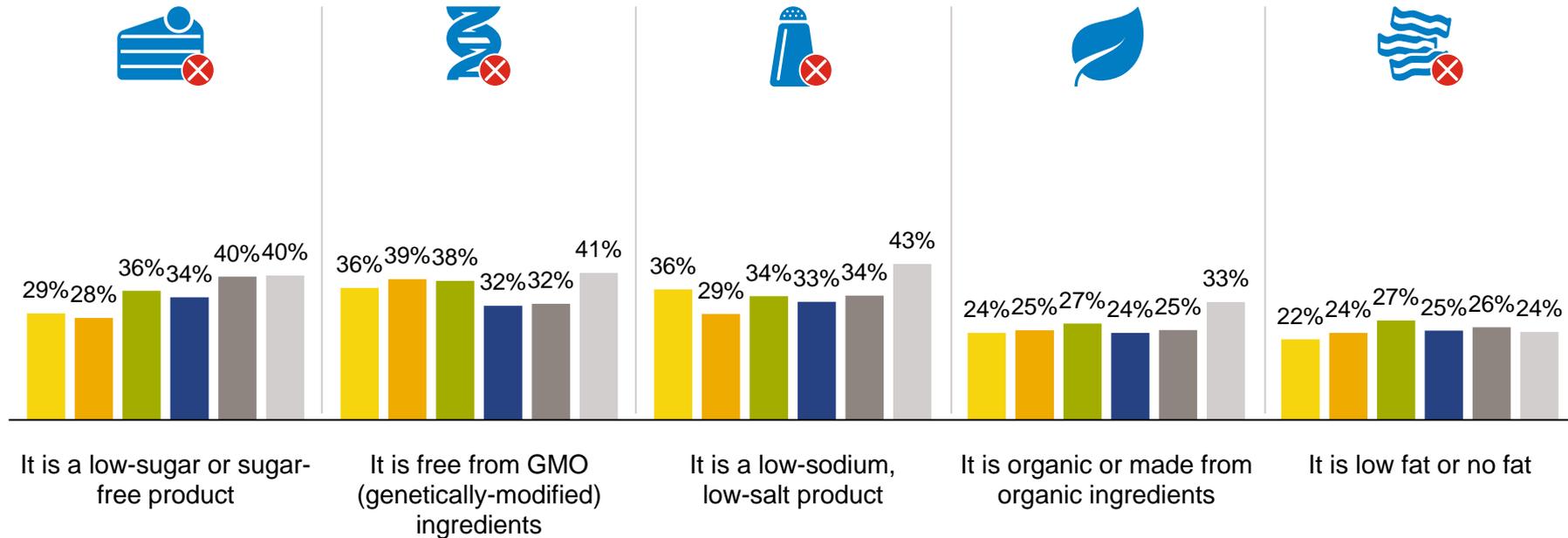
Average across Japan among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across Japan among age-groups (1/2)



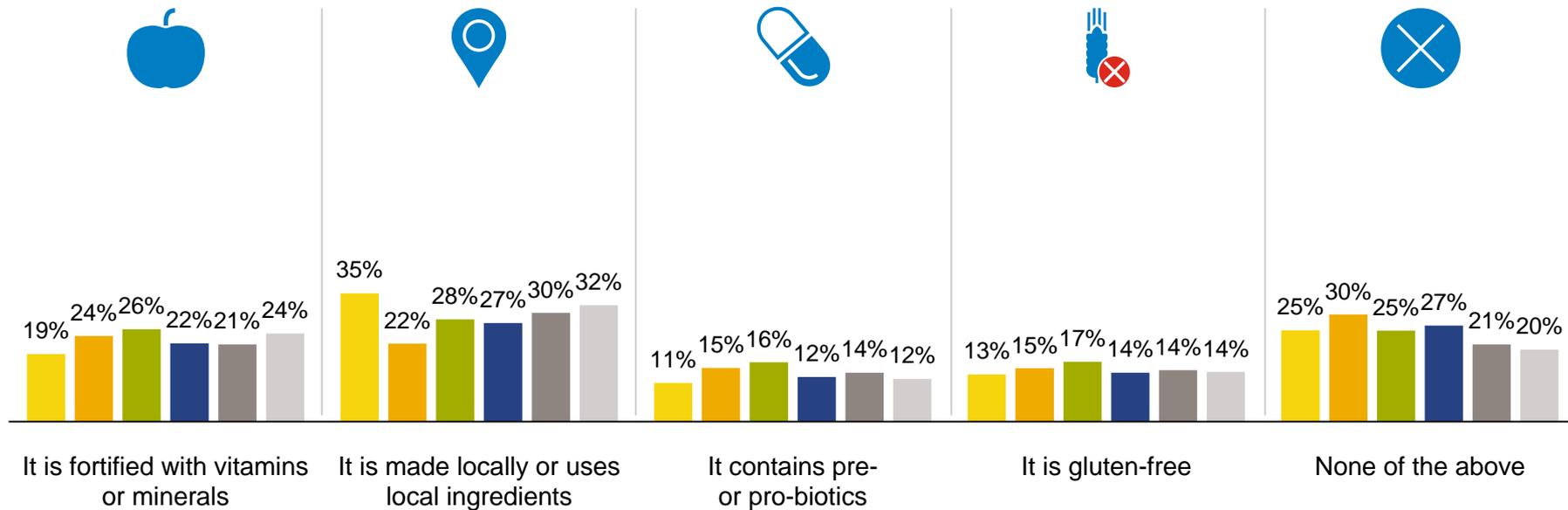
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Japan among age-groups (2/2)



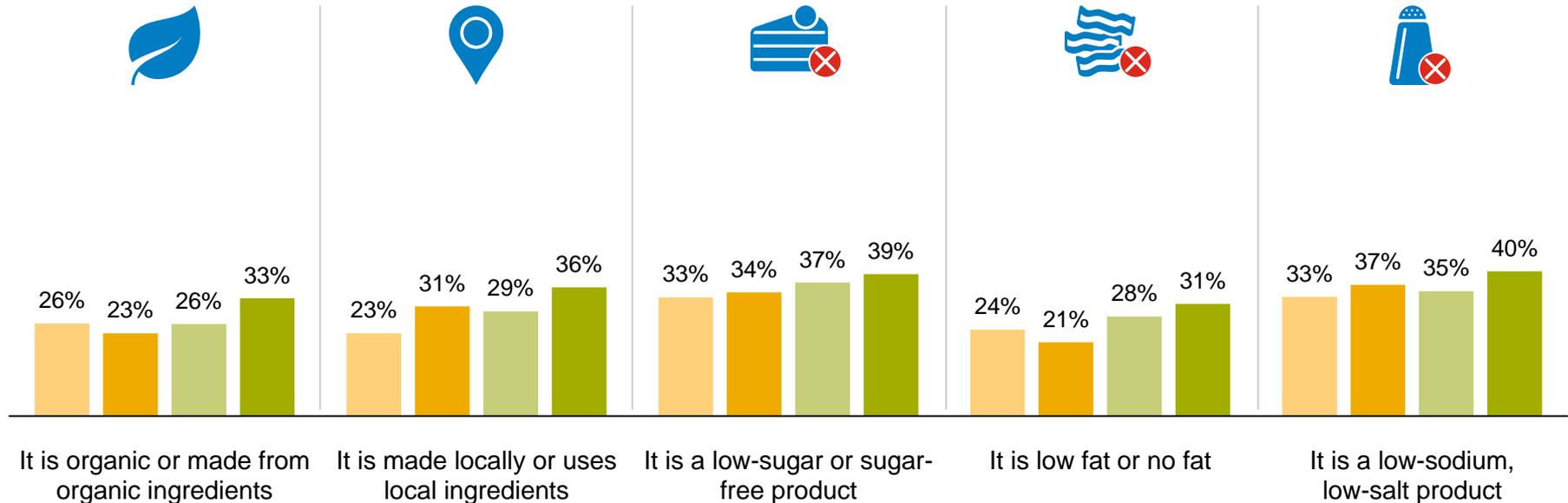
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across Japan among income quartiles (1/2)

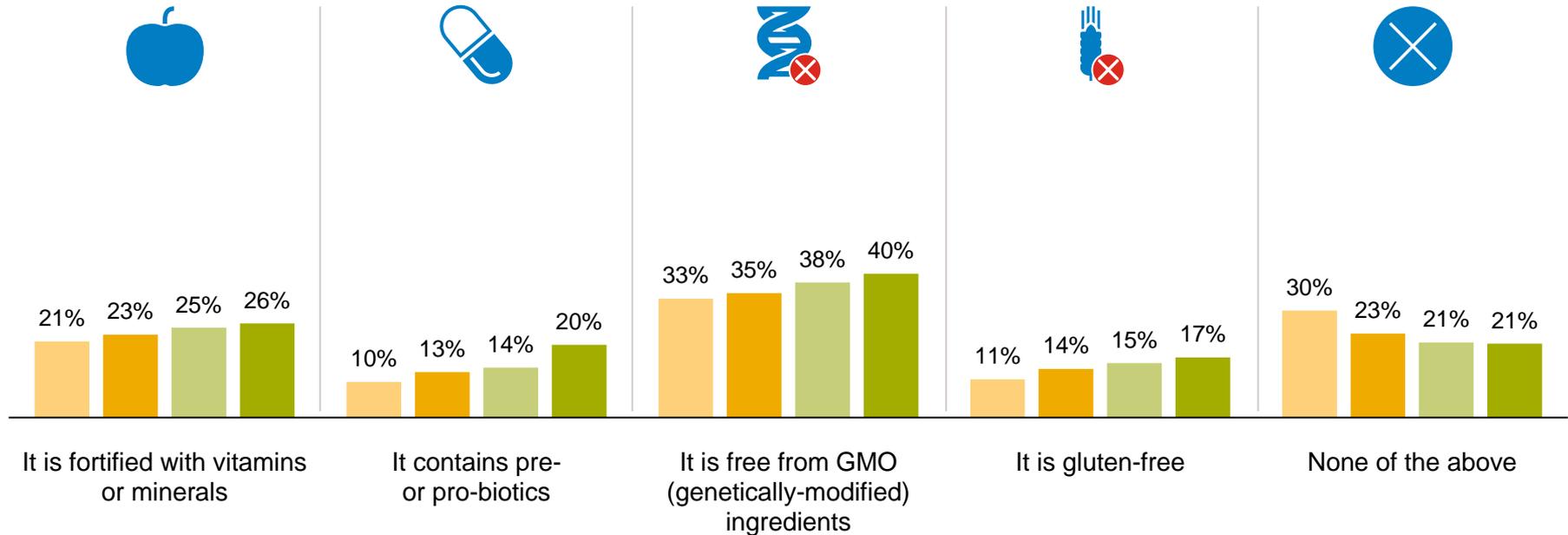


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

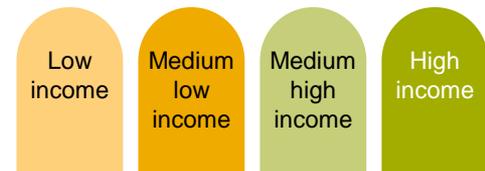


Decision factors on what to eat or drink

Average across Japan among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
 Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

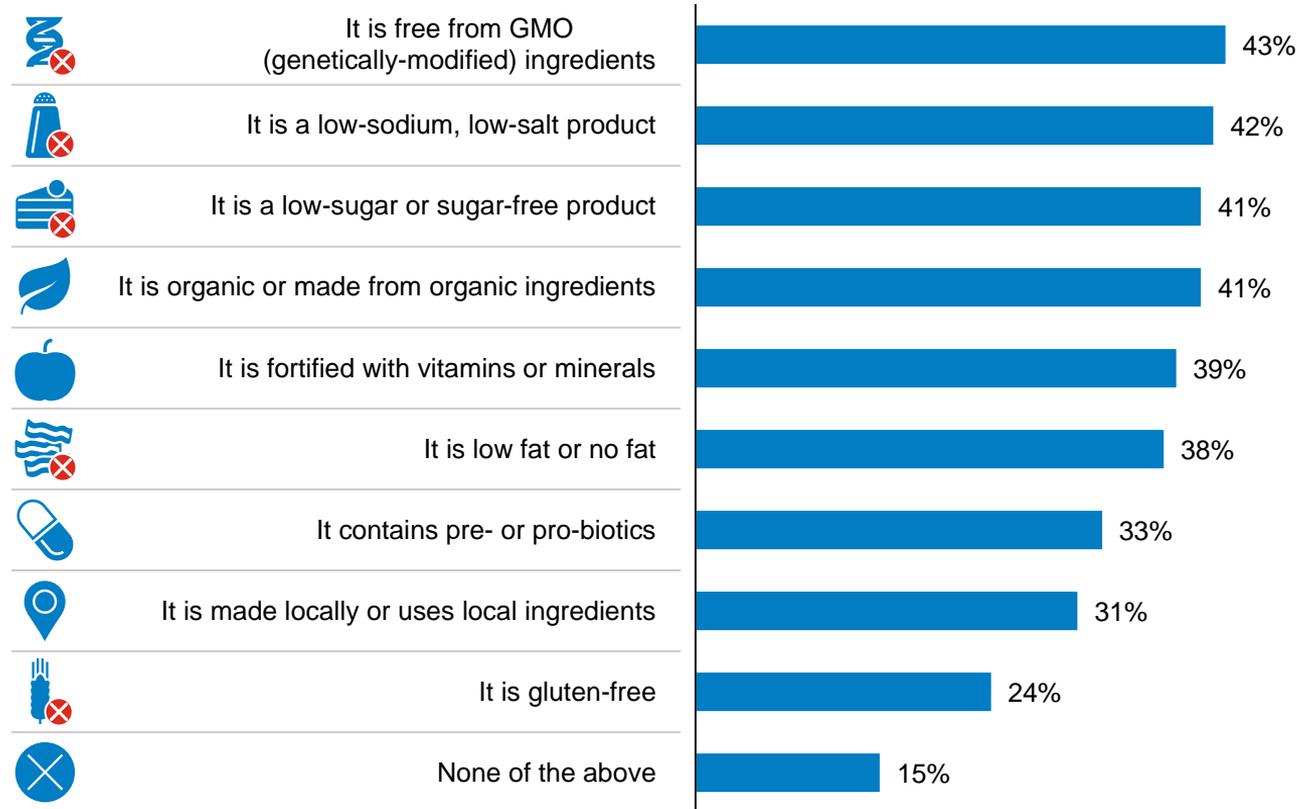


South Korea



Decision factors on what to eat or drink

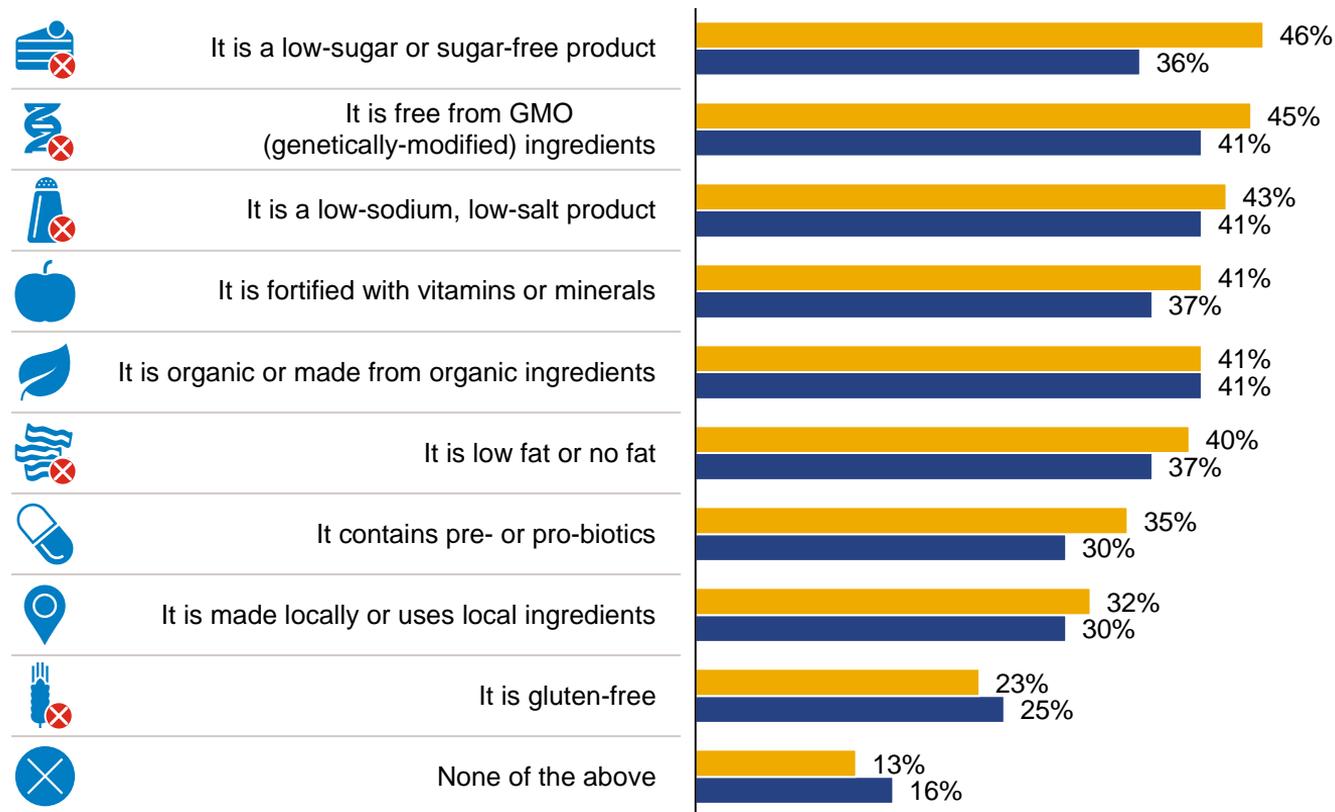
Average across South Korea



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

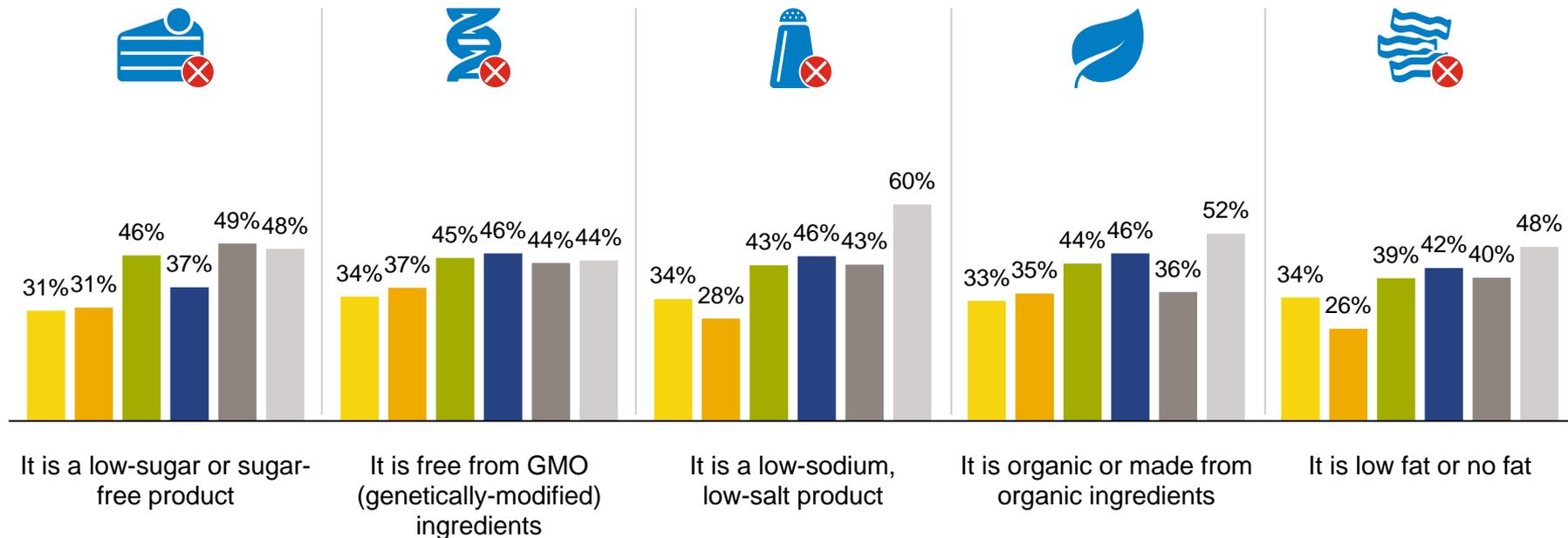
Average across South Korea among men and women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

Decision factors on what to eat or drink

Average across South Korea among age-groups (1/2)



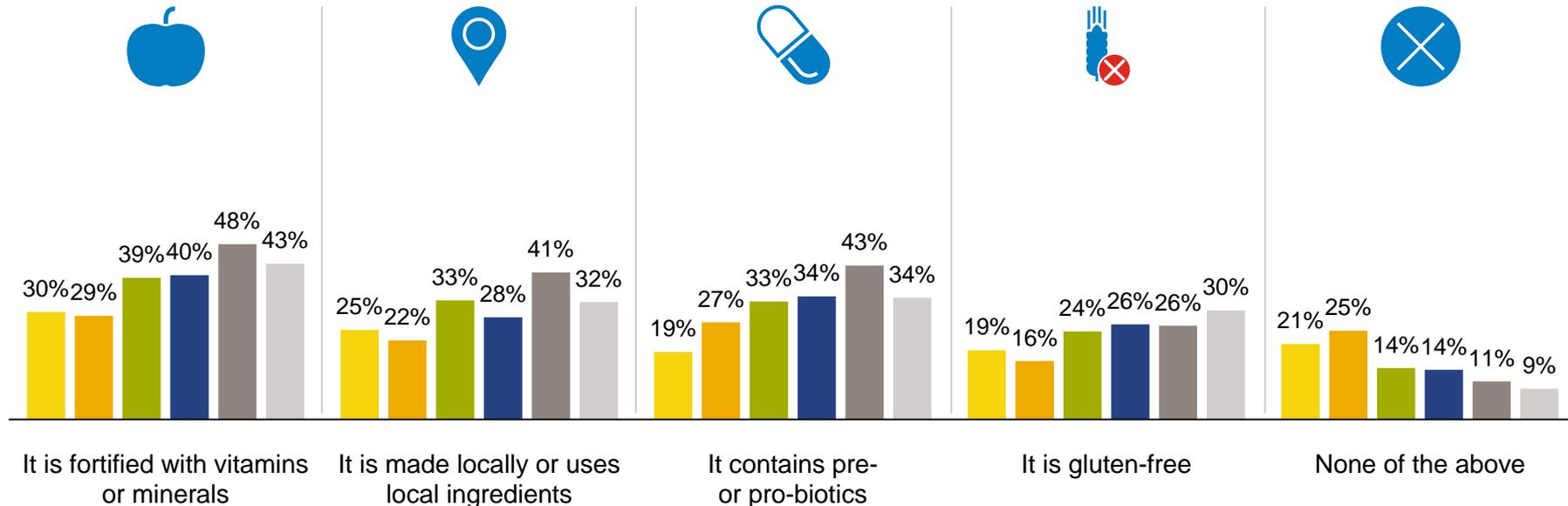
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across South Korea among age-groups (2/2)



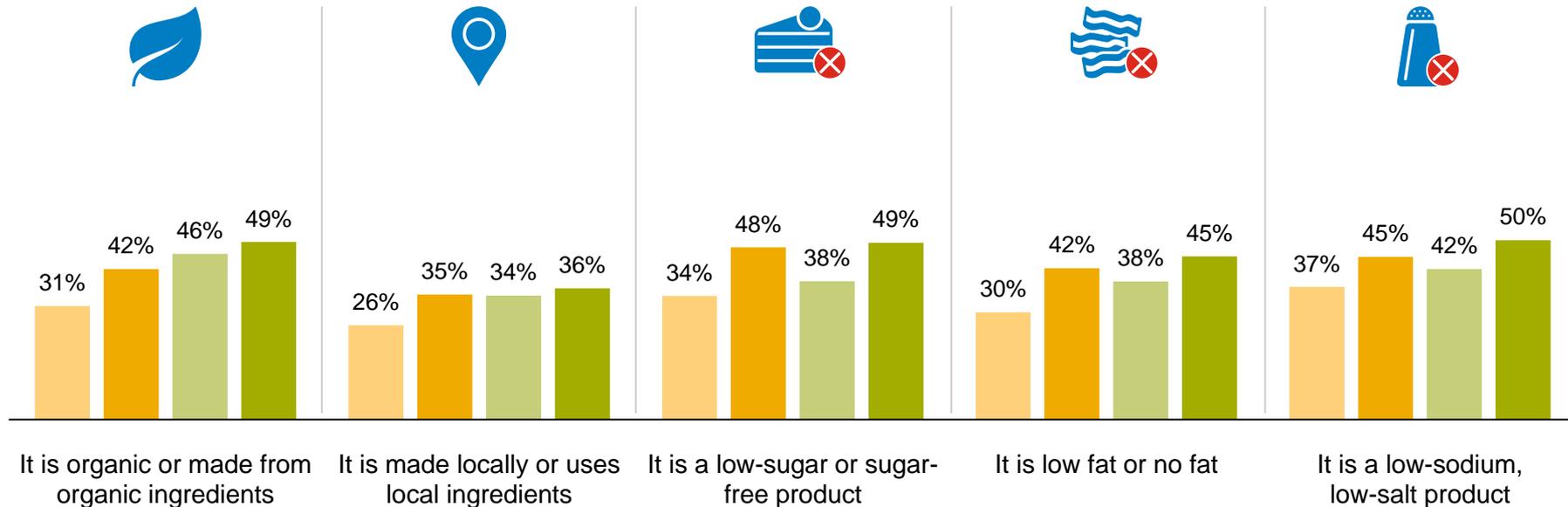
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded

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Decision factors on what to eat or drink

Average across South Korea among income quartiles (1/2)

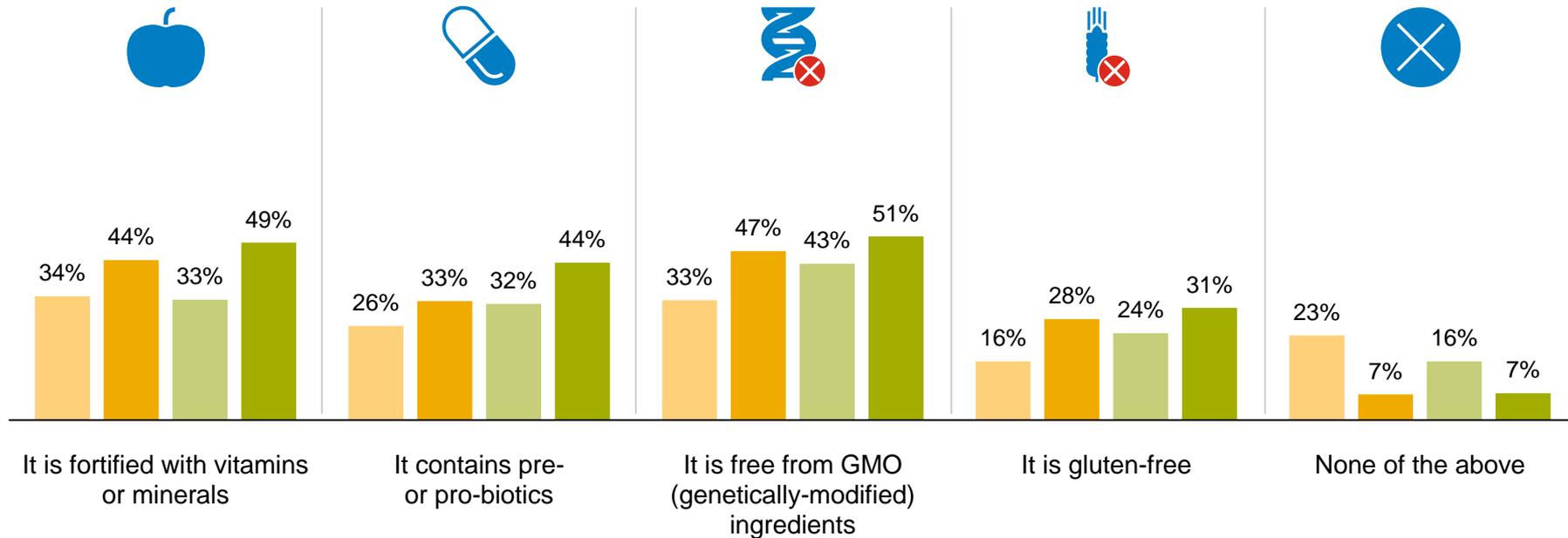


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
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Decision factors on what to eat or drink

Average across South Korea among income quartiles (2/2)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – Top 2 boxes “very important” and “extremely important” – rounded
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For more information please contact
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