Baby and Child Products in China: Food Purchase Patterns and Preferences

Previous food safety incidents, coupled with rising living standards, have led to many mainland parents becoming increasingly concerned about the safety and quality of food for babies and children. According to a survey commissioned by *HKTDC* [1], 51% of parents say that what they care most about when choosing baby and child food is the nutrient content, 48% say that it is important that the food contains no additives (no added sugar or preservatives), and 45% cite the presence of supplemental nutrients that are good for children's growth as another main factor in their decision-making. 49% of parents also care about the taste and feel of the food.

On average, mainland parents spend RMB826 a month on baby and child food, more than on any of the other five categories of baby and child products covered in this survey. They prefer to buy baby and child food through physical channels, primarily hypermarkets. Some parents have also developed the habit of buying baby and child food online. 88% of the respondents say they would consider buying new brands of baby and child food, suggesting that mainland parents are receptive to new brands.

Monthly Spending on Baby and Child Food

The survey finds that respondents who have bought baby and child food in the past 12 months spend RMB826 a month on average on these items, accounting for 3.2% of their monthly household income. The types of baby and child food bought most often are nutritional products, such as fish oil, vitamins and probiotic supplements (92%), followed by milk powder (84%) and child food with nutritional supplements, such as biscuits with added calcium and high protein rice cakes (84%).

The age of the child also determines the types of child food that parents buy. In age-specific terms, parents with children aged one or below most often buy milk powder (98%) and nutritional products (90%). But among parents with older children, the percentage buying milk powder drops because it no longer forms part of the child's main diet. Among those respondents with children aged 4-6, only 62% say they regularly buy milk powder and 94% say they buy nutritional products most often.

Major Types of Baby and Child Food Purchased

(%, no. of respondents)	Overall (3,000)	Child's age: Under 1 (1,000)	1-3 (1,000)	4-6 (1,000)
Nutritional products (vitamins/fish oil)	92	90	92	94
Milk powder	84	98	93	62
Child food with nutritional supplements	84	77	88	87
Fruit juice/fruit puree	79	74	84	77
Other dairy products	75	63	80	83

Among the cities in the survey, Shenyang has the highest spending on baby and child food, with parents there spending RMB931 a month on average. However, the highest expenditure as a proportion of monthly household income was exhibited by respondents from Chengdu (4.3%).

Average Monthly Spending on Baby and Child Food as Share of Household Income, by City

	Average monthly spending on baby and child food (RMB)	Average monthly household income (RMB)	Share
Overall	826	25,564	3.2%
Beijing	793	31,092	2.6%
Shanghai	900	29,692	3.0%
Guangzhou	709	30,283	2.3%
Wuhan	895	25,267	3.5%
Chengdu	920	21,570	4.3%
Shenyang	931	23,465	4.0%
Nanjing	774	26,280	2.9%
Changsha	830	23,847	3.5%
Suzhou	854	23,217	3.7%
Qingdao	654	20,930	3.1%

n = 3,000 (all respondents)

The respondents on average spend RMB932 a month on food for children aged one or below, which is higher than the monthly spending on food for children both in the 1-3 age group (RMB852) and 4-6 age group (RMB693). This is partly due to the fact that older children eat more "regular" food (such as congee and steamed bun) and less specialised baby and child food, so the share of monthly household income being spent on the latter falls as the child gets older. In households with children aged one or below, expenses on baby and child food account for about 3.9% of monthly income; in households with children aged 1-3 and 4-6, the share is about 3.3% and 2.6% respectively.

Average Monthly Spending on Baby and Child Food as Share of Household Income, by Respondent Group

		Average monthly spending on baby and child food (RMB)	Average household income (RMB)	Share
	Overall	826	25,564	3.2%
Child's age	1 year of age or under (n = 1,000)	932	24,051	3.9%
	1-3 (n = 1,000)	852	26,082	3.3%
	4-6 (n = 1,000)	693	26,560	2.6%
Number of children	1 child (n = 2,416)	828	25,422	3.3%
	2 children or more (n=584)	821	26,151	3.1%
Average monthly household income	Under RMB15,000 (n=555)	682	13,158	5.2%
	RMB15,000-30,000 (n=1,574)	864	21,001	4.1%
	Over RMB30,000 (n=871)	850	41,716	2.0%

Nutrient Content a Major Consideration

Overall, respondents in the survey identified three major considerations in buying baby and child food – namely, "complete nutrient contents" (51%), "children's favorite taste/mouth feel" (49%) and "no additives" (48%). However, there was a slight difference in the responses of parents in different cities. For example, for respondents from Beijing, the top three considerations were "children's favorite taste/mouth feel" (49%), "brand image/word-of-mouth/reputation" (48%) and "organic food" (46%); while parents from Shanghai gave much more weight to "complete nutrient contents" (67%), "quality" (47%) and "ready-to-eat" (36%) than did parents in the survey overall.

It is worth pointing out that parents do not seem to be greatly price-sensitive when it comes to baby and child food. In this survey, price ranked lower than all other purchase considerations, with only 16% of the respondents identifying price as one of their top three. In the focus group discussions, many parents agreed with the statement that "products of good quality are more expensive by definition" and thought that "it is better to pay a bit more than buy the wrong stuff", particularly when problematic food is still found in the market.

Considerations of Respondents in Buying Baby and Child Food, by City

(%)	Overall	Beijing	Shanghai	Guangzhou	Wuhan	Chengdu	Shenyang	Nanjing	Changsha	Suzhou	Qingdao
Complete nutrient contents	51	44	67	52	57	54	49	51	50	43	46
Children's favorite taste/mouth feel	49	49	56	50	51	49	46	43	53	43	45
No additives (no added sugar, no preservatives)	48	45	51	47	53	51	46	44	51	46	49
Supplemental nutrients that are good for children's growth	45	44	54	46	49	44	42	42	46	39	45
Certification guarantee	43	45	53	46	44	38	40	45	42	40	38
Brand image/word-of-mouth/reputation	43	48	53	39	46	38	42	40	41	41	42
Natural food	42	42	52	37	45	43	37	41	42	42	40
Organic food	41	46	53	36	49	41	35	40	38	39	32
Clear labelling of food ingredients	38	36	48	37	41	36	37	39	42	31	31
Quality	35	41	47	35	38	35	31	32	31	31	29
Ready-to-eat (individually-packed)	30	27	36	30	38	24	25	29	33	30	34
Place of origin	27	26	36	23	32	24	27	27	23	23	25
Convenient to buy	22	20	20	21	22	21	22	23	19	26	24
Price	16	19	21	18	14	13	16	13	13	20	15

Note: Respondents can only choose three considerations.

n = 3,000 (all respondents)

Parents with two children or more ("two-child parents") are less sensitive about "children's favorite taste/mouth feel" (44%) than parents with only one child in the family ("one-child parents") (50%). Moreover, since "two-child parents" already have experience in raising children, they already have some knowledge and ideas about baby and child food brands. For this reason, only 39% of "two-child parents" consider "brand image/word-of-mouth/reputation" as an important consideration, significantly lower than the 44% figure for "one-child parents".

When buying baby and child food, respondents with a monthly household income of RMB15,000-30,000 show a greater preference for "natural food" (45%) than those with a monthly household income of under RMB15,000 (36%). However, there is not much difference between different monthly household income groups on their preference for "organic food". This is probably because parents have greater confidence in certification guarantees for organic food. Parents participating in the focus group discussions said that since organic food is more expensive than ordinary food, they were more likely to buy organic food with international certification. If they are buying domestic organic food, they will check the authenticity of certification through the website of the China Organic

Food Certification Center of the *Ministry of Agriculture*.

Considerations in Buying Baby and Child Food, by Respondent Group

(%, number of respondents)	Overall (3,000)	Child's age: Under 1 (1,000)	Child's age: 1-3 (1,000)	Child's age: 4-6 (1,000)	Number of children: 1 (2,416)	Number of children: 2 or more (584)	Monthly household income (RMB): 15,000 or less (555)	Monthly household income (RMB): 15,000-30,000 (1,574)	Monthly household income (RMB): Over 30,000 (871)
Complete nutrient contents	51	50	54	49	52	50	49	52	52
Children's favorite taste/mouth feel	49	45	51	50	50	44	52	49	45
No additives (no added sugar, no preservatives)	48	46	51	48	48	50	48	48	50
Supplemental nutrients that are good for children's growth	45	39	49	47	44	48	41	46	46
Certification guarantee	43	44	44	41	43	43	42	44	42
Brand image/word-of-mouth/reputation	43	42	47	41	44	39	38	45	43
Natural food	42	43	42	41	41	45	36	45	41
Organic food	41	42	42	38	41	40	40	42	40
Clear labelling of food ingredients	38	36	42	36	38	38	33	38	40
Quality	35	37	35	33	35	34	36	36	32
Ready-to-eat (individually-packed)	30	30	31	31	30	34	27	33	28
Place of origin	27	27	26	27	26	28	25	29	25
Convenient to buy	22	23	20	23	22	22	20	23	20
Price	16	17	16	16	16	17	17	18	13

Note: Respondents can only choose three considerations.

Hypermarkets are Main Purchase Channels

The most popular places for respondents to buy baby and child food in the past 12 months were hypermarkets (56%), followed by chain-operated maternity and baby stores (49%) and department stores (45%). The most popular shopping venues differ slightly for respondents from the different surveyed cities. A greater proportion of respondents from Suzhou (60%) went to chain-operated maternity and baby stores than overall (49%); while Changsha parents were more likely than those elsewhere to buy from department stores (53% compared to 45% for the overall survey).

Although mainland parents prefer buying baby and child food at bricks-and-mortar outlets, they have also grown into the habit of buying these items online. The online channels they use include domestic maternity and baby/online shopping websites or mobile apps (23%), domestic cross-border e-commerce websites (10%), *haitao*/shopping agent websites (7%), overseas websites (6%) and *WeChat* stores (6%). The percentage

of respondents from Shanghai buying baby and child food online was markedly higher than in other cities.

The survey finds that respondents from Shanghai are more wary/doubtful of the safety and quality of baby and child products [2] than those elsewhere. They are also the most likely to buy foreign foods by asking friends to buy overseas (20% of Shanghai respondents had used this channel) or through overseas websites (17%) and *haitao*/shopping agent websites (15%).

Channels for Buying Baby and Child Food, by City

(% of respondents)	Overall	Beijing	Shanghai	Guangzhou	Wuhan	Chengdu	Shenyang	Nanjing	Changsha	Suzhou	Qingdao
Hypermarkets	56	54	61	53	51	52	54	60	61	50	63
Chain-operated maternity and baby stores	49	42	56	48	49	46	44	45	46	60	52
Department stores	45	47	39	43	42	43	47	50	53	39	49
Stand-alone maternity and baby stores	38	41	40	34	37	40	38	32	37	38	40
Domestic maternity and baby/online shopping websites or mobile apps	23	30	36	20	24	25	17	24	21	23	14
Ask friends to buy overseas	14	15	18	18	16	11	13	13	12	15	14
Domestic cross-border e-commerce websites	10	11	20	10	9	10	7	9	8	6	8
Haitao/shopping agent websites	7	8	15	6	9	5	6	6	5	4	4
Overseas websites	6	9	17	6	8	6	4	6	1	3	2
WeChat stores	6	5	4	4	5	5	5	9	5	7	8
TV shopping	5	5	3	6	7	5	5	5	4	7	4

Note: Respondents may choose multiple channels.
n = 3,000 (all respondents)

The percentage of "two-child parents" asking friends to buy baby and child food overseas (21%) is far higher than that of "one-child parents" (13%); while more respondents with a monthly household income of over RMB30,000 (17%) have asked friends to buy these items overseas than have respondents from other income groups (13%).

Channels for Buying Baby and Child Food, by Respondent Group

(%, number of respondents)	Overall (3,000)	Child's age: Under 1 (1,000)	Child's age: 1-3 (1,000)	Child's age: 4-6 (1,000)	Number of children: 1 (2,416)	Number of children: 2 or more (584)	Monthly household income (RMB): 15,000 or less (555)	Monthly household income (RMB): 15,000-30,000 (1,574)	Monthly household income (RMB): Over 30,000 (871)
Hypermarkets	56	54	56	58	56	56	54	56	57
Chain-operated maternity and baby stores	49	47	52	47	48	52	49	51	45
Department stores	45	41	42	52	45	48	43	44	48
Stand-alone maternity and baby stores	38	37	42	34	39	34	37	39	36
Domestic maternity and baby/online shopping websites or mobile apps	23	23	26	21	24	22	27	22	23
Ask friends to buy overseas	14	12	16	14	13	21	13	13	17
Domestic cross-border e-commerce websites	10	10	11	8	10	11	9	10	11
Haitao/shopping agent websites	7	5	10	6	7	8	6	7	7
Overseas websites	6	7	7	5	6	6	3	6	9
WeChat stores	6	6	5	6	5	8	8	5	6
TV shopping	5	6	4	7	5	6	6	5	6

Note: Respondents may choose multiple channels.

Major Channels for Obtaining Information

40% of respondents said they obtained product information about baby and child food from shopping centres/department stores. The next most popular channel was online maternity and baby forums (31%). However, the proportion of respondents from Beijing (38%) and Shanghai (49%) accessing information from the internet or maternity and baby forum apps is markedly higher than elsewhere.

Online-offline integration has become a trend for the development of maternity and baby goods retailing. According to a chain-operated maternity and baby store on the mainland, parents like to share product information with relatives and friends on social media. For this reason, many enterprises are using social media such as mobile apps and *WeChat* stores to regularly push product information and introduce new products to members. They also hold parent-child gatherings, mom talks, promotions and other events with brand and product sponsorship to attract both online and offline members. Online stores are also taken as a virtual extension of the sales and promotion platform of physical stores.

Channels for Accessing Information on Baby and Child Food, by City

(%)	Overall	Beijing	Shanghai	Guangzhou	Wuhan	Chengdu	Shenyang	Nanjing	Changsha	Suzhou	Qingdao
Shopping centres/department stores/specialty stores	40	37	41	37	47	40	36	38	37	34	44
Online maternity and baby forums	31	38	49	27	37	28	25	30	23	25	29
Recommendations from experts	29	30	32	32	32	32	24	28	27	26	23
Recommendations from relatives and friends	27	25	35	25	30	32	31	26	21	27	21
WeChat public accounts/subscription accounts	20	25	22	15	22	22	17	19	18	20	21
TV/radio commercials	17	18	12	16	15	15	15	20	15	21	18
Recommendations from salespersons	15	13	11	13	13	15	16	16	16	21	18
Internet advertisements	10	15	8	16	8	6	11	11	9	11	8
Flyers	8	7	5	7	6	5	11	10	8	13	9
Outdoor/escalator/subway advertisements	7	7	3	8	4	7	11	4	7	11	8
Celebrity endorsement	7	6	6	7	6	8	7	6	6	10	8
Newspapers/magazines	6	5	3	7	6	6	8	5	5	10	5
Exhibitions/product fairs	6	7	4	9	4	5	8	6	8	8	5

Note: Respondents can only choose three.
n = 3,000 (all respondents)

More parents with children aged one or under obtain information from physical stores such as shopping centres/department stores (33%) than do parents of children of other age groups. There is no significant difference between respondents from other groups in the way they obtain information.

Channels for Accessing Information on Baby and Child Food, by Respondent

(%, number of respondents)	Overall (3,000)	Child's age: Under 1 (1,000)	Child's age: 1-3 (1,000)	Child's age: 4-6 (1,000)	Number of children: 1 (2,416)	Number of children: 2 or more (584)	Monthly household income (RMB): 15,000 or less (555)	Monthly household income (RMB): 15,000-30,000 (1,574)	Monthly household income (RMB): Over 30,000 (871)
Shopping centres/department stores/specialty stores	40	33	41	43	40	38	40	38	41
Online maternity and baby forums	31	32	35	27	31	33	27	31	34
Recommendations from experts	29	27	31	28	28	30	25	29	30
Recommendations from relatives and friends	27	32	29	22	28	25	30	30	22
WeChat public accounts/subscription accounts	20	18	20	21	20	22	22	20	19
TV/radio commercials	17	14	17	18	17	15	16	16	17
Recommendations from salespersons	15	16	16	14	15	16	15	15	15
Internet advertisements	10	12	9	10	10	9	9	11	10
Flyers	8	9	7	9	8	9	11	9	5
Outdoor/escalator/ subway advertisements	7	8	5	4	7	9	10	7	6
Celebrity endorsement	7	8	6	7	7	8	9	6	7
Newspapers/magazines	6	7	4	7	6	8	7	7	5
Exhibitions/product fairs	6	7	5	7	6	7	7	6	6

Note: Respondents can only choose three.

Readiness to Try New Brands

When asked to evaluate mainland-manufactured baby and child food, focus group participants said there were some satisfying aspects as well as room for improvement. They were satisfied that many different brands of milk powder are available on the market and that customer information, such as nutrient contents, milk source and place of origin, is clearly marked. Those who prefer to buy imported milk powder of overseas brands said they may shop at hypermarkets or shopping centres or through cross-border e-commerce, *haitao* and other means.

Some respondents said that although they mainly breast-feed their child, they would occasionally use milk powder as a supplement. Since, due to humidity, milk powder can easily become lumpy once the can is opened, they expressed the hope that manufacturers would produce individually-packed products of small quantities for better hygiene and travel convenience. Some respondents said that it was difficult to make choices because there were too many varieties of food supplements on the market. They wanted manufacturers to classify products according to a child's age and to clearly label the functions of the products (such as boosting intellectual development or bone growth) so parents could choose more easily.

The respondents taking the questionnaire were asked: "If a totally new brand of baby and child food is launched on the mainland market, will you consider trying it?" Overall, 88% say they will consider it, indicating that mainland parents are in general quite receptive to newly launched brands. Among the different surveyed cities, the percentage of respondents saying they would consider trying new brands is highest in Changsha (92%) and lowest in Qingdao (82%).

Share of Respondents Ready to Try New Brands of Baby and Child Food, by City

	Will you consider trying a totally new brand of baby and child food?										
(%, number of respondents)	Overall	Beijing	Shanghai	Guangzhou	Wuhan	Chengdu	Shenyang	Nanjing	Changsha	Suzhou	Qingdao
Maybe	88	90	91	88	91	87	86	85	92	89	82
Definitely not	12	10	9	12	9	13	14	15	8	11	18

n = 3,000 (all respondents)

It is worth pointing out that there is not much difference between respondents from different groups in their readiness to buy totally new brands of baby and child food. The reason is that parents are happy to buy whatever is good for their children's growth.

Share of Respondents Ready to Try New Brands of Baby and Child Food, by City

		Will you consider trying a totally new brand of baby and child food?							
	Overall	Child's age			Number of children		Monthly household income (RMB)		
(%, number of respondents)	(3,000)	Under 1 (1,000)	1-3 (1,000)	4-6 (1,000)	1 (2,416)	2 or more (584)	15,000 or less (555)	15,000-30,000 (1,574)	Over 30,000 (871)
Maybe	88	89	86	89	88	89	89	87	89
Definitely not	12	11	14	11	12	11	11	13	11

Summary

Safety issues with milk powder have caused mainland parents to become increasingly concerned about the safety of baby and child food. They are setting higher and higher safety requirements and will actively look for products that meet their requirements. They tend to buy imported brands if the price for similar products is more or less the same. Since respondents from Shanghai are most wary/doubtful of the safety and quality of baby and child products, they are the most likely to buy foreign brands through overseas websites, *haitao*/shopping agent websites or overseas friends.

The survey finds that 88% of parents are happy to try newly launched brands of baby and child food. Thus, Hong Kong companies interested in developing the mainland market may launch suitable food products to meet market needs, such as individually-packed milk powder of small quantities for easy travel. Parents are not very price-sensitive when it comes to food for babies and children. There is a great demand for organic food with high nutritional value and certification guarantee. However, since competition is keen and there are many domestic and overseas brands around, Hong Kong companies need to cater to the shopping preferences of mainland parents in order to succeed. Although physical stores are the main channels for parents to buy these products and access information, online-offline integration has become the way forward for the marketing of maternity and baby products on the mainland with the high penetration of social media and mobile apps.

Appendix

Survey Background

China began pursuing a policy of reform and opening up in 1979 and introduced the "one-child policy" to control population growth that year. It was not until 2013 that the government eased the "one-child policy" by letting married couples have two children if one of the parents is an only child. Faced with the problems of a declining working-age population and population aging, the *13th Five-Year Plan* decided to implement a universal "two-child policy", which took effect nationwide in 2016.

The mainland middle class has high spending power and parents are in general willing to spend heavily on their offspring because most families only have one child. *HKTDC* commissioned a survey on the Chinese market for baby and child products in 2013. In the wake of continued economic growth and the change in China's population policy, *HKTDC* conducted a similar survey in 2017 to gauge the spending mentality of mainland middle-class parents on baby and child products, their major considerations, channels through which they buy these products and access relevant information, and so on, to provide reference for Hong Kong companies interested in developing the mainland market.

Besides trying to find out the general consumption pattern of middle-class parents for baby and child products, the survey also attempts to study their spending characteristics and buying habits from the policy directions for new-style consumption discussed in the *13th Five-Year Plan*. These include encouraging the consumption of green, eco-friendly and premium quality products, promoting online-to-offline (O2O) operation, and developing a new format of "content + platform + terminal" media communication. This survey also looks at the differences in spending mentality and characteristics between respondents who are parents of one child and those of two or more children. In the latter case, the data collected relates to the youngest child of any surveyed family.

Methodology

HKTDC conducted an online questionnaire survey in 10 major mainland cities – Beijing, Shanghai, Guangzhou, Shenyang, Wuhan, Chengdu, Nanjing, Changsha, Suzhou and Qingdao – in March 2017. A total of 3,000 middle-class parents (300 from each surveyed city) who have children under the age of six in the family were surveyed. They are the

principal members of the family with responsibility for buying baby and child products and have bought at least three categories of these products in the past year. In addition to the online questionnaire survey, six focus groups were held in Shanghai and Chengdu to gain a deeper understanding of the spending mentality and purchasing behaviours of mainland parents on baby and child products through qualitative analysis.

The term "baby and child products" used in this survey refers to six categories of products, including food, clothing, toys, sanitary care products, daily-use articles and furniture, used by babies and children under the age of six.

Design of Focus Groups

Surveyed cities	Shanghai, Chengdu
No of groups	3 in each city, 6 in total
Profile of participants	• Shanghai: Monthly household income of RMB15,000 or more • Chengdu: Monthly household income of RMB9,000 or more • Respondent must be either a mother or father of at least one child under the age of six and must be the principal member of the family who buys baby and child products. • Have bought baby and child products of at least three categories in the past year
Group classification	Group 1 (8 persons) • Have children under the age of one in the family Group 2 (8 persons) • Have children aged 1-3 in the family Group 3 (8 persons) • Have children aged 4-6 in the family

Design of Online Questionnaire

Surveyed cities	Beijing, Shanghai, Guangzhou, Wuhan, Chengdu, Shenyang, Nanjing, Changsha, Suzhou, Qingdao
No. of respondents	300 in each city; 3,000 in total
Distribution of respondents	Parents with children under one year of age: 100 in each city Parents with children aged 1-3: 100 in each city Parents with children aged 4-6: 100 in each city
Profile of respondents	• Bejing, Shanghai, Guangzhou: Monthly household income of RMB15,000 or above • Chengdu, Wuhan, Shenyang, Nanjing, Changsha: Monthly household income of RMB9,000 or above • Suzhou, Qingdao: Monthly household income of RMB7,000 or above • Respondent must be either a mother or father of at least one child aged below six and must be the principal member of the family who buys baby and child products • Have bought baby and child products of at least three categories in the past year • Respondent must be aged 25-45

Average Monthly Household Income of Respondents (RMB)

City	Monthly Household Income	City	Monthly Household Income
Beijing	31,092	Shenyang	23,465
Shanghai	29,692	Nanjing	26,280
Guangzhou	30,283	Changsha	23,847
Wuhan	25,267	Suzhou	23,217
Chengdu	21,570	Qingdao	20,930
Overall average	**25,564**		

Occupation of Respondents (%)

	Overall	Beijing	Shanghai	Guangzhou	Chengdu	Wuhan	Shenyang	Nanjing	Har'bin	Suzhou	Qingdao
Government employees	6	4	7	7	3	5	7	6	6	7	2
Public institutions (technology, education, culture, health)	12	14	11	17	10	12	11	16	11	12	7
Foreign and joint venture enterprises	20	26	28	20	19	16	16	19	18	18	21
Private enterprises	38	36	35	34	41	38	43	36	45	33	41
State-owned enterprises	9	8	11	9	8	10	7	7	9	11	13
Professionals (lawyers, accountants etc.)	10	10	5	8	8	14	11	10	9	13	10
Others	5	2	3	5	11	5	5	6	2	6	6

Gender of Respondents (%)

	Overall	Beijing	Shanghai	Guangzhou	Chengdu	Wuhan	Shenyang	Nanjing	Har'bin	Suzhou	Qingdao
Male	25	28	27	23	23	21	28	26	24	27	24
Female	75	72	73	77	77	79	72	74	76	73	76

[1] See Appendix for details of the survey.
[2] See *Baby and Child Products in China: Consumer Attitude and Beliefs*.

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