

Shoppers Respond To Quality Over Price

Contributed by A&M
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Shoppers across Asia have stated that quality is more influential to their grocery shopping than lower prices, showing consumers value quality even in weak economic climate.

More than 70% of Asia Pacific respondents told Datamonitor that trying new things was 'important' or 'very important' to them, with a comparable two-thirds saying these new experiences were also 'important' or 'very important' in helping to create a feeling of wellness or wellbeing

A Datamonitor report shows that seeking out higher quality foods and beverages in particular is popular with consumers across the region, and trading up in personal care and household products is also apparent.

The report, part of Datamonitor's mega-trend series, outlines the most important issues shaping current and future buying behavior.

"Good trend-watching is about taking the bigger-picture approach," the report states.

"Adopting a broader regional perspective to trend-tracking facilitates better decision making by overcoming 'category myopia'. Monitoring the broader FMCG environment will enable bigger picture learning that can be applied more specifically."

Full details of the report can be found [here](#) .

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