



調味品市場 調查報告



Brand Survey – Seasoning Products

- The Seasoning Products brand survey was conducted from 2 to 8 March 2021.
- The survey mainly focuses on soy sauce (Q1-Q2) and chicken powder (Q3-Q5).
- The objectives of this survey is to collect information about consumer behaviour for seasoning products.
- The survey consists of 7 multiple choice questions and has received a total of 8,841 completed results. All respondents are myTV SUPER's active users.



Survey Questions

- Q1. 當你購買醬油時，會想起以下哪些品牌？
- Q2. 你認為下列哪個醬油品牌提供最優質的產品？
- Q3. 當你購買雞粉時，會想起以下哪些品牌？
- Q4. 你認為下列哪個品牌提供最優質的雞粉？
- Q5. 當使用雞粉時，你會減少用鹽量嗎？
- Q6. 你選擇調味產品時，以下哪些因素最重要？
- Q7. 請問你的性別是？



Respondent Profile

Total Respondent: 8,841

Gender		
Male	3,978	45%
Female	4,863	55%
Total	8,841	100%

*Data source from Question No.7 in this survey

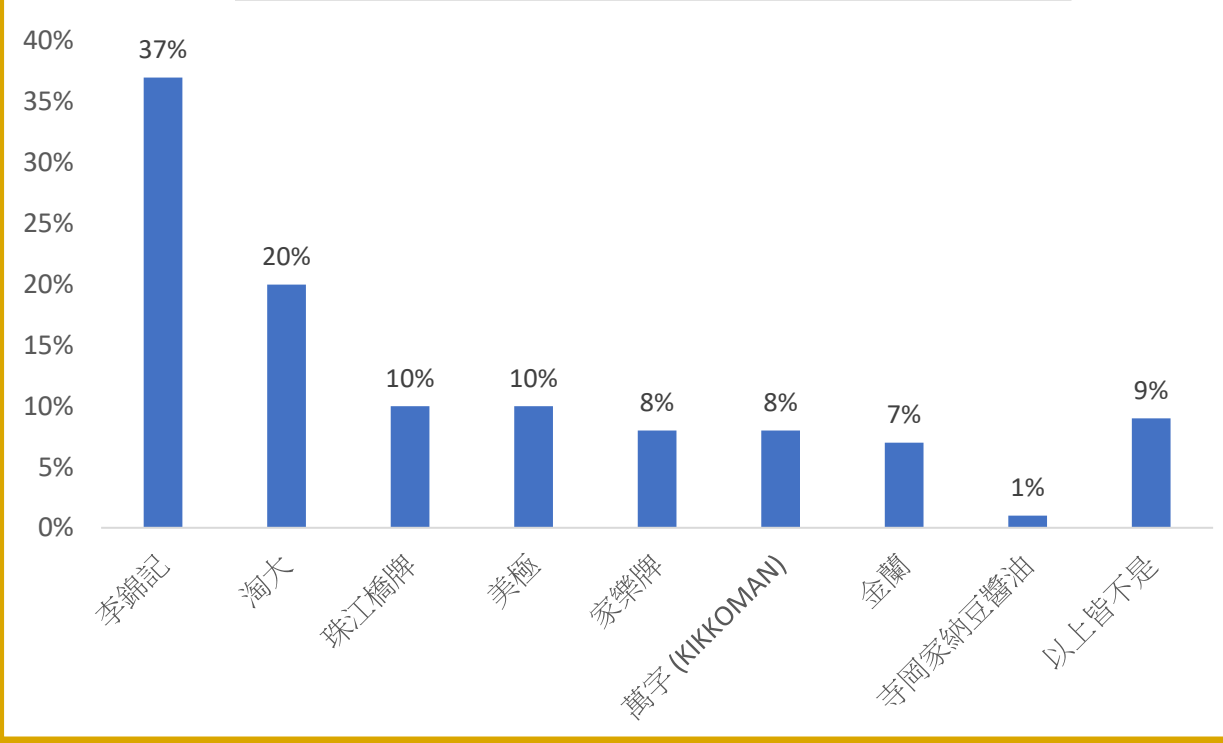
Age group		
Unknown	3,978	25%
17 or below	158	1%
18-24	913	6%
25-34	1,802	11%
35-44	2,836	18%
45-54	3,260	21%
55-64	2,015	13%
65 or above	816	5%
Total	15,778	100%

*Data source from myTV SUPER CRM system

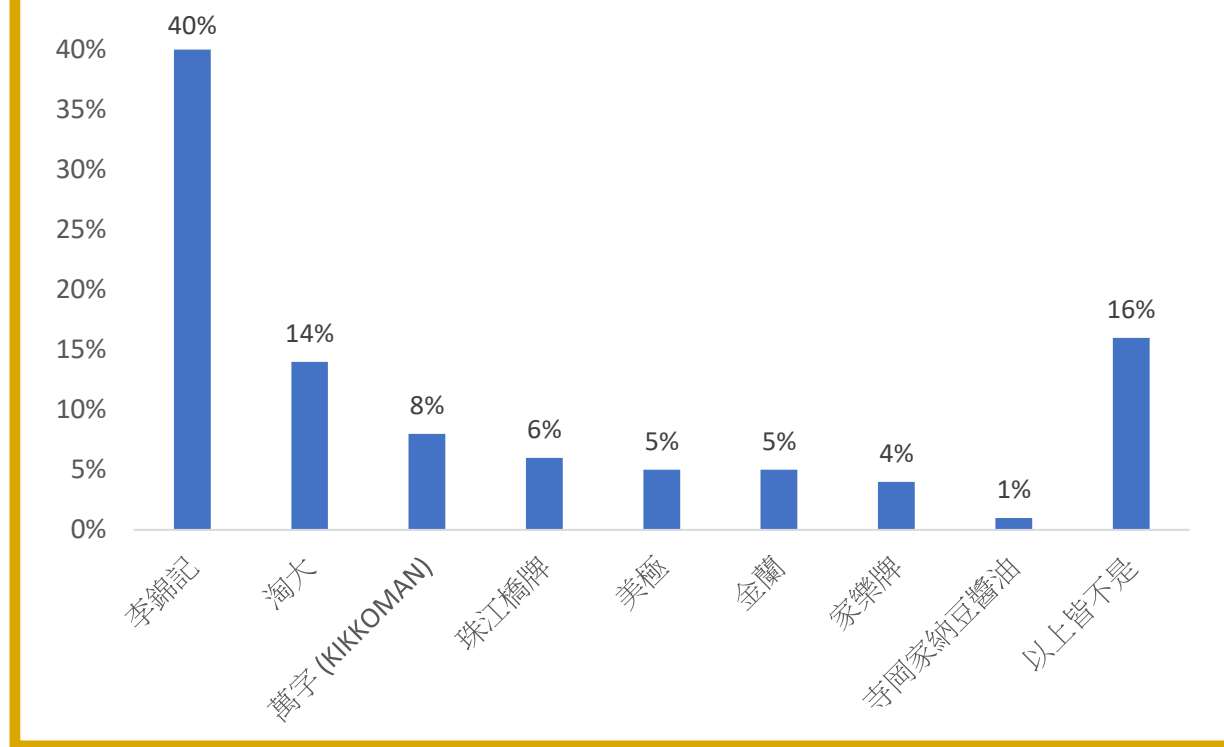


Hong Kong homegrown soy sauces lead the soy sauce market

Q1. 當你購買醬油時，會想起以下哪些品牌？



Q2. 你認為下列哪個醬油品牌提供最優質的產品？



- Lee Kum Kee (37%) and Amoy (20%) have the highest top-of-mind awareness in terms of soy sauce.
- Similar results were found when asked of the best quality product, most respondents (40%) think Lee Kum Kee serve the best soy sauce, followed by Amoy (14%). → shows Hong Kong's homegrown soy sauces lead the soy sauce market
- Kikkoman recorded 8% top-of-mind awareness, and it ranked 3rd in terms of product quality. It is a well-established brand in both Hong Kong and Japan, it is also one of the 7 premium soy sauces recommended by the Consumer Council that does not contain any preservatives, flavour enhancers and colourings.
- Teraoka Yukijouzou (寺岡家納豆醬油) is also one of the 7 premium soy sauces recommended by the Consumer Council, yet it recorded the lowest percentage in both top-of-mind awareness and product quality. → low brand awareness, need more promotions to boost its brand awareness.



Want to get more details or full presentation ?

Please contact the related myTV SUPER sales representative or our advertising hotline at 2805-7772 / email : sales@tvb.com for more information