



# Understanding Australian Infant Milk Formula Brands in the China Market

*Design and manage a consumer survey of mothers in China*

## CHALLENGE

An Australian investor was keen to track the performance of Australian infant milk formula brands in China. With little insight into the Chinese market, the investment firm needed to learn what drives brand selection among infant formula consumers and understand prevailing market trends.

## THE GLG APPROACH

GLG Research conducted a survey targeting 500 mothers with zero- to two-year-old children in China. The Survey team's market research expertise coupled with their deep understanding of the cultural nuances helped uncover more in-depth results, with the respondents being tiered by demographic attributes, including city tiers. The survey was administered in Mandarin/Simplified Chinese.

GLG's top-tier data quality and project management made it easy for the client to continue this engagement and turn the survey into a quarterly market tracker.

## OUTCOME

The project was concluded within two weeks. The client found the survey valuable and ran successful internal reviews. The survey was subsequently conducted quarterly, helping the client identify major trends over time.

## FEATURED PRODUCTS



GLG Research (Surveys)

[Learn more](#)

**By taking into consideration language and cultural nuances, GLG delivered survey results that provided crucial insights, helping our client understand major trends in China's infant formula market.**

## Why GLG?

### Experienced Research Team

GLG's research team with deep research experience in the China market tapped into GLG's diverse offerings and expert network, providing the client with time-series data to help identify trends to make informed investment decisions.

### Ongoing Relationships

After the first survey, the client found the result valuable and worked with GLG to run this survey each quarter.

Recurring tracking surveys help clients further their understanding of market trends in a cost-efficient way and with little to no setup time

As The World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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