Food Market Modernization and Diet-Related Health Outcomes: Evidence from Urban Vietnam

Di Zeng, Wendy J. Umberger, Jesmin Rupa
Centre for Global Food and Resources, University of Adelaide

Selected Paper prepared for presentation at the 2017 Agricultural & Applied Economics Association Annual Meeting, Chicago, Illinois, July 30-August 1

Copyright 2017 by [authors]. All rights reserved. Readers may make verbatim copies of this document for non-commercial purposes by any means, provided that this copyright notice appears on all such copies.
Food Market Modernization and Diet-Related Health Outcomes: Evidence from Urban Vietnam

Di Zeng1, Wendy J. Umberger2, Jesmin Rupa3
1Lecturer, 2Professor and 3PhD Student, Centre for Global Food and Resources, The University of Adelaide

Introduction & Objectives

- Food systems in many Asian economies are rapidly transforming.
- Specifically, increasing penetration of modern food retail outlets are fundamentally connected to the health and welfare of society. Modern retail outlets (e.g. hypermarkets, supermarkets and minimarkets) are having profound and multi-faceted implications on food markets, including consumers (e.g. Umberger et al., 2015; Gorton et al., 2011).
- Food purchase from modern food retail outlets has potential positive impacts for urban consumers, yet it can result in unintended diet-related non-communicable diseases (e.g. obesity, Type II diabetes) if the result in increased access to unhealthy foods that are low in nutritional value.

Methods

Data

- The analysis is facilitated by a large Vietnamese urban consumer survey (Dec. 2016 - Mar. 2017).
- The full sample (n = 1700) consists of 700 Hanoi and 1,000 Ho Chi Minh City households.
- In each city, wards were first selected using a proportional sampling strategy where the probability is determined by ward-level population. 14 households from each ward were then randomly selected and surveys were completed via face-to-face interviews using a CommCare data collection application.
- The survey provided detailed information about household demographics and socio-economic characteristics and information on food attitudes and preferences.

Baseline Results

- Supermarket food expenditure share of other surveyed households in the same ward.
- To identify demographic and socioeconomic factors that possibly affect weight outcomes.
- The full sample (n = 1700) consists of 700 Hanoi and 1,000 Ho Chi Minh City households.
- The analysis is facilitated by a large Vietnamese urban consumer survey (Dec. 2016 - Mar. 2017).
- Both full sample and subsample are analysed.

Impact Heterogeneity

- There is no overall evidence that the supermarket revolution is leading to obesogenic diets in Vietnam.
- There is evidence that supermarket food expenditure is positively associated with the weight outcomes of girls during adiposity rebound and those from upper middle income households.
- National public health policies may focus on these specific subgroups to minimize obesity risks.

Key Messages

- There is little overall impact of supermarket food expenditure share on BMI z-scores.
- Child weight generally decreases with household size.
- Child weight is higher in Ho Chi Minh City than in Hanoi.
- Adult weight is higher if household head is married.

Acknowledgements

- The project was funded by the Australian Centre for International Agricultural Research (ACIAR) project AGB/2015/025 and the Centre for Global Food and Resources at the University of Adelaide. We acknowledge and sincerely thank, without implicating, intellectual contributions during the development of research from Professor James Supatpongkul (University of Florida, USA), Professor H. Toiba (Vietnam University of Science, Vietnam), Professor Junfei Bai (China Agricultural University), Dr. Nick Minot (IFPRI), and researchers at the Institute of Policy and Strategy for Agriculture and Rural Development Hanoi University of Agriculture, The Vietnam Fruit and Vegetable Research Institute, and the Vietnam Women’s Union.

References


Food Market Modernization and Diet-Related Health Outcomes: Evidence from Urban Vietnam

Di Zeng1, Wendy J. Umberger2, Jesmin Rupa3
1Lecturer, 2Professor and 3PhD Student, Centre for Global Food and Resources, The University of Adelaide

Introduction & Objectives

- Food systems in many Asian economies are rapidly transforming.
- Specifically, increasing penetration of modern food retail outlets are fundamentally connected to the health and welfare of society. Modern retail outlets (e.g. hypermarkets, supermarkets and minimarkets) are having profound and multi-faceted implications on food markets, including consumers (e.g. Umberger et al., 2015; Gorton et al., 2011).
- Food purchase from modern food retail outlets has potential positive impacts for urban consumers, yet it can result in unintended diet-related non-communicable diseases (e.g. obesity, Type II diabetes) if the result in increased access to unhealthy foods that are low in nutritional value.

Methods

Data

- The analysis is facilitated by a large Vietnamese urban consumer survey (Dec. 2016 - Mar. 2017).
- The full sample (n = 1700) consists of 700 Hanoi and 1,000 Ho Chi Minh City households.
- In each city, wards were first selected using a proportional sampling strategy where the probability is determined by ward-level population. 14 households from each ward were then randomly selected and surveys were completed via face-to-face interviews using a CommCare data collection application.
- The survey provided detailed information about household demographics and socio-economic characteristics and information on food attitudes and preferences.

Baseline Results

- Supermarket food expenditure share of other surveyed households in the same ward.
- To identify demographic and socioeconomic factors that possibly affect weight outcomes.
- The full sample (n = 1700) consists of 700 Hanoi and 1,000 Ho Chi Minh City households.
- The analysis is facilitated by a large Vietnamese urban consumer survey (Dec. 2016 - Mar. 2017).
- Both full sample and subsample are analysed.

Impact Heterogeneity

- There is no overall evidence that the supermarket revolution is leading to obesogenic diets in Vietnam.
- There is evidence that supermarket food expenditure is positively associated with the weight outcomes of girls during adiposity rebound and those from upper middle income households.
- National public health policies may focus on these specific subgroups to minimize obesity risks.

Key Messages

- There is little overall impact of supermarket food expenditure share on BMI z-scores.
- Child weight generally decreases with household size.
- Child weight is higher in Ho Chi Minh City than in Hanoi.
- Adult weight is higher if household head is married.

Acknowledgements

- The project was funded by the Australian Centre for International Agricultural Research (ACIAR) project AGB/2015/025 and the Centre for Global Food and Resources at the University of Adelaide. We acknowledge and sincerely thank, without implicating, intellectual contributions during the development of research from Professor James Supatpongkul (University of Florida, USA), Professor H. Toiba (Vietnam University of Science, Vietnam), Professor Junfei Bai (China Agricultural University), Dr. Nick Minot (IFPRI), and researchers at the Institute of Policy and Strategy for Agriculture and Rural Development Hanoi University of Agriculture, The Vietnam Fruit and Vegetable Research Institute, and the Vietnam Women’s Union.

References