

November 2020

Purchasing Food And Drink For Children - China

“The shrinking child population and the growing issue of childhood obesity in China is pressuring brands and companies to help parents with premiumised food and drink which accentuates naturalness, nutrient-dense, and functionality in weight management. Meanwhile, long-beloved ‘unhealthy’ food and drinks could still preserve their market share by incorporating superfoods ...

January 2020

Consumption Habits Of Alcoholic Drinks - China

“The unshakable leading position of baijiu does not mean the alcohol category has remained unchanged. The growth of Western spirits and the shift in purchase channels remind current players to stay vigilant. As the young generation become more important to the category, innovation answering their needs may serve as inspiration ...

酒精饮料的消费习惯 - China

“白酒的主导地位不可撼动，并不意味着酒品类一成不变。西方烈酒的发展和购买渠道的格局变化提醒从事该行业的企业应保持警觉。由于年轻一代对该品类越来越重要，满足该群体需求的创新或将成为进一步增长的灵感所在。”

December 2019

保健品 - China

“疾病预防意识的提升和老龄人口的增加将助力保健品市场未来的增长，但消费者对于保健品效果的顾虑是品牌进一步增长的最大障碍。提供多重沟通渠道并与消费者建立更深层的关系至关重要。利用高端成分和创新形态升级产品也有助于品牌打造竞争优势。”

- 鲁睿勋，研究分析师

Health Supplements - China

“Continuously rising awareness of disease prevention and the expanding ageing population will ensure the future growth of the health supplements market, but consumers’ concerns about reliability and effectiveness of health supplements are the biggest obstacles to brands’ further growth. It’s important to provide various communication channels and build deeper relationships ...

November 2019

软饮料趋势 - China

“对高品质和健康功能性软饮料的持续性需求是该市场在2018-2019年增速高达7.6%的关键动因。添加营养、升级加工技术保留的新鲜度和增强美容功效等‘加法’因素可能对品牌和企业保持竞争力十分重要，因为仅有一种高端特质的产品很难满足消费者。同时，天然甜味剂或代糖可

以作为缓解有关糖分担忧的替代成分。”

— 徐文馨，高级分析师

October 2019

Soft Drink Trends - China

“The ongoing demand for premium quality and healthy, functional soft drinks is a key driver behind a 7.6% growth rate in market value from 2018 to 2019. ‘Plus’ factors such as added nutrients, freshness from upgraded processing techniques, and beauty enhancements could be critical for brands and companies to ...

果汁和果汁饮品 - China

“作为一个不断发展的市场，果汁品类的增长依赖于消费者的健康意识，并由先进的制造工艺和运输系统推动。纯果蔬汁正蚕食果汁饮品的市场份额，提示了品类高端化的发展方向。消费场景的增加和重复购买对品类增长至关重要。营养和功能性成为消费者购买的触发因素，两者也都有助于扩张果汁的消费场景。”

— 吴珍妮，研究分析师

September 2019

Juice and Juice Drinks - China

“As a growing market, the juice category is led by consumers’ health consciousness and driven by advanced manufacturing and transportation techniques. Pure juice chips away at juice drinks in share and indicates the direction of premiumisation. Increasing consumption occasions or repeat purchase is critical for category growth. Nutrition and functionality ...

August 2019

运动和能量饮料 - China

“消费者对运动健身的认知度和参与度不断提高，推动了运动和能量饮料市场的稳健增长，但随着更多的饮料包含了健康方面的功能性宣称，为了与之相抗衡，运动和能量饮料需要巩固其在定位和便利性方面的优势。”

— 李梦，研究副总监

July 2019

Sports and Energy Drinks - China

“Continuously growing awareness and participation of sports and fitness drive the robust growth of sports and energy drinks, but as more drinks include functionality claims related to health, sports and energy drinks need

食品饮料高端化趋势 - China

“现在大多数中国消费者将更健康的生活方式作为一大生活重心，具体表现为购买优质食品饮料产品。由于整体经济能力有所提高，消费者正在积极寻求同时满足改善健康和愉悦味蕾双重需求的高端特性，这是因为他们逐渐转变

to reinforce their strength on positioning and convenience to compete against them.”

– Loris Li, Category ...

June 2019

Premiumisation In Food and Drink - China

“The majority of Chinese consumers are prioritising a healthier lifestyle by consuming quality food and drink products. With an overall elevated financial capability, consumers are actively seeking premium cues that can fulfil their needs to improve health as well as satisfy taste buds as they tend towards becoming value-driven rather ...

婴幼儿营养- 中国 - China

“虽然面临着出生率的下降，但婴幼儿营养总体市场仍然保持稳健增长，这主要得益于强烈的消费升级意愿的驱动。父母有时会纠结于不同的宝宝喂养意见，但他们不断学习交流相关知识的决心非常坚定。宣称营养强化、携带方便或具备功能益处（如满足锻炼目的）的婴幼儿食品产品赢得了消费者的青睐。由于大多数父母担心宝宝没有摄入足够的营养，婴幼儿营养补充剂也表现出巨大的增长潜力。”

– 吴丝，研究分析师

May 2019

Ready-to-drink Tea - China

“The RTD tea beverage market in China is experiencing stagnant market growth due to the hurdle of keeping consumers always excited as competition in the overall drinks category is fiercer than ever. To preserve the market growth, brands and companies could look to branding which could allow consumers to better ...

乳酸菌饮料 - China

“目前，乳酸菌饮料的创新集中在功能性和添加营养。但从长远来看，随着消费者的相关知识日渐丰富，他们将认识到乳酸菌饮料在功能性方面的局限性。制造商和品牌可将乳酸菌饮料定位为‘最健康的休闲饮料’，并通过不断创新为消费者带来新鲜感。来自其他品类及餐饮品牌的新饮

为以价值为主，而非价格。食品饮料品类的光明前景将推动企业升级生产过程中的每一步，包括采购、加工、包装和宣传。国外竞争对手推出的小众宣称和功能也可作为国内企业的灵感来源。”

牛奶和调味奶 - China

“就全球范围来看，消费者的兴趣高涨使强化/添加营养的奶产品越来越受欢迎。而在中国，虽然消费者也希望尝试强化营养奶，但目前的创新重点围绕在“减少”宣称以塑造“简单”的形象。为了快人一步，制造商和品牌可以更加关注“强化”宣称（除了添加蛋白质和添加钙质），并提供针对不同消费群体的具体功效。”

– 阿芳，研究分析师

即饮茶饮料 - China

“中国即饮茶饮料市场增长停滞不前，这是因为品类中围绕保持消费者活跃购物状态而展开的市场竞争比以往更为激烈。为了维持市场增长，品牌和企业可转向打造品牌化，让消费者更好地了解新鲜度、纯净度、功能性益处、整体健康等方面的高端特质。此外，高端萃取工艺和优质成分通过先进贮存和供应链技术得以凸显，获得了更多地区消费者的认可。”

– 徐文馨，高级研究分析师

Milk and Flavoured Milk - China

“Globally, fortified/added nutrition milk products have gained rising popularity owing to consumers’ high interest. Meanwhile in China, though consumers also want milk with fortified nutrition, current innovation focuses on ‘minus’ claims to build the ‘simplicity’ image. To keep ahead of the game, manufacturers and brands can pay more attention ...

料产品、新元素可成为灵感来源。”

– 阿芳，研究分析师

April 2019

Lactobacillus Beverages - China

“Current innovation in lactobacillus drinks focuses on functional benefits and added nutrients. But in the long term, as consumers become more knowledgeable, they will realise the limitations of lactobacillus drinks in terms of functionality. Manufacturers and brands can position lactobacillus drinks as ‘the healthiest casual drink’ and bring novelty to ...

婴幼儿配方奶- 中国 - China

“在‘后注册制’时代，不达标的品牌被淘汰出局，领先品牌的市场份额进一步增加。核心产品策略让品牌能集中资源进行核心产品研发和营销，帮助成熟品牌巩固市场优势地位。

尽管出生率下滑为婴幼儿配方奶的需求量敲响了警钟，但消费者的消费升级意愿强烈，尤其热衷于寻找适合宝宝体质并添加更多强化营养的婴幼儿配方奶。有机配方奶、羊奶配方奶和特殊配方奶等高端品类未来增长前景可观。”

– 吴丝，高级研究分析师

March 2019

Infant Milk Formula - China

“In the post registration era, leading players are gaining bigger market share with unqualified players being squeezed out. Big SKU strategies have also helped established brands strengthen winning positions by concentrating resources on research and marketing.

Although a declining birth rate sounds alarm bells for IMF demand, willingness to trade ...

55岁以上人群的饮食习惯 - China

“中国老龄人口的增长给企业带来大量创新的高质量食品和饮料方面的商机，帮助积极寻求措施提升健康状况的老年人打造营养均衡的膳食。在不远的未来，针对健康问题打造的，在数字平台渠道销售的产品可以帮助品牌和公司接触到更多受众。”

– 徐文馨，高级研究分析师，食品和饮料