

May 2021

Milk and Dairy Beverages - China

“Consumers’ increasing needs and expansion in consumption occasions give milk and dairy beverages market growth potential both within the market and from bigger casual drinks market. Chilled milk will benefit from highlighting its nutrition advantages over ambient milk and ambient yogurt. While health halo of dairy and wider awareness of ...

April 2021

Meat Snacks - China

“Meat snacks enjoy higher growth potential in total snack category. Consumption is considerably driven by food craving. However, this factor is not sufficiently addressed in current new product launches which mainly feature healthy claims. While the market is highly competitive, new entrants can consider focusing on very specific sub-segments to ...

Instant Foods - China

“Instant noodles are no longer the last resort for satisfying hunger. Product upgrades thanks to technological improvements help instant noodles cast aside the negative image of being low in nutrition and overcome consumption barriers. Updated perceptions of instant foods will grant them more important roles in satisfying consumers’ diversified dietary ...

节庆食品 - China

“新冠疫情的蔓延加快了电子商务在低线城市的扩张。随着传统文化逐渐复兴，地方品牌将从发展成熟的电子商务和地方文化中受益匪浅。长远来看，如何使节庆食品变得更新奇有趣是品牌将长期面临的重要任务。技术或许是达到这一目标的有效工具。同时，环境友好的包装也会纳入健康节庆食品的宣称范围中，因为消费者日趋拥抱全面的健康理念——健康不再局限于产品的可食用部分。”

— 彭袁君，研究分析师

March 2021

Consumer Snacking Trends - China

“Snack sales have benefited from increased in-home food consumption in 2020 and future growth will be driven by more diversified consumption occasions as the boundaries of snacks and meals continue to blur. Healthier ingredients have become the most wanted premium feature, suggesting ingredient stories are still the most intuitive ...

Festive Foods - China

“Due to the epidemic, e-commerce has expanded faster in lower tier cities and along with the revival of traditional culture, regional brands will benefit a lot from mature e-commerce and regional culture. In the long term, how to make festive foods fun and novel will be an important, ongoing task ...

Upcoming Reports

Cheese - China - December 2021

Sauces, Seasonings and Spreads - China - December 2021

烹饪和烘焙习惯 - 中国 - 2021年12月

Baby Supplementary Foods - China - November 2021

啤酒 - 中国 - 2021年11月

Yogurt - China - August 2021

Ready Meals - China - July 2021

Packaged Bakery Foods - China - June 2021

冰淇淋 - 中国 - 2021年6月

植物基食品 - 中国 - 2021年6月

Breakfast Foods - China - May 2021

早餐 - 中国 - 2021年5月

方便食品 - 中国 - 2021年4月

零食消费趋势 - 中国 - 2021年2月

Cooking and Baking Habits - China - December 2021

奶酪 - 中国 - 2021年12月

酱料、调味料和涂抹酱 - 中国 - 2021年12月

Cooking Oils - China - November 2021

婴幼儿辅食 - 中国 - 2021年11月

Meal Replacements - China - July 2021

Ice Cream - China - June 2021

Plant-based Food - China - June 2021

包装烘焙食品 - 中国 - 2021年6月

菜单洞察——茶饮店（上半年） - 中国 - 2021年6月

Tea Drinks - China - May 2021

茶饮料 - 中国 - 2021年5月

牛奶和乳饮料 - 中国 - 2021年4月