

January 2018

糖果 - China

“糖果市场的销售额终于出现反弹，但销量仍在下滑，原因在于越来越多的消费者降低吃糖果频率，或转向邻近品类或其他零食。”

消费者零散的个人消费或送礼需求形成一种分散的竞争格局。无论品牌大小，糖果公司仍有机会通过以下方式提高竞争优势：强化健康功效和通过传达更多的互动体验增强情感依恋。”

– 吴丝，研究分析师

December 2017

Sugar Confectionery - China

“The sugar confectionery market has finally regained resilience in retail value, though volume sales are still in decline as more health-conscious consumers are cutting down consumption frequency or switching to adjacent categories or other snacks.

Consumers' scattered needs for either personal consumption or gifting speak volumes for the fragmented competition ...

November 2017

婴幼儿辅食 - China

“婴幼儿饼干和零食是深受父母喜欢的婴幼儿辅食种类，使其成为吸引潜在用户的理想入门产品。强调包装婴幼儿食品的天然性举足轻重，而有助培养宝宝技能的产品对4-6个月的宝宝至关重要。”

– 倪倩雯，食品和饮料研究分析师

October 2017

Baby Supplementary Food - China

“Baby biscuits and snacks are well embraced by parents among the baby supplementary food category, which makes them perfect entry products to attract potential users. It is important to emphasise the naturalness of packaged baby food, while products designed for

developing babies' skills are important for babies aged 4-6 months ...

September 2017

酸奶 - China

“领先的公司持续投资常温酸奶，在所有类型的酸奶或酸奶饮料中，该品类的渗透率最高。为了进一步提高消费频率，品牌正在寻求新方式，以创建与特定场合的关联性。虽然有益健康是终极趋势，但酸奶品牌仍需注重口味享受”。

— 倪倩雯，研究分析师:食品和饮料

August 2017

Yogurt - China

“Leading companies keep investing in ambient yogurt, which has the highest penetration among all types of yogurt or yogurt drinks. To further increase consumption frequency, brands are looking for new approaches to build association with certain occasions. Though better-for-you is the ultimate trend, yogurt brands should not take away all ...

速冻预加工食品 - China

“食品外送服务满足了消费者对食物多样性和便利性的需求，加之中国消费者对营养成分的了解越来越多，更乐于探索产品新种类。因此，消费者开始出于不同需求食用速冻预加工食品，并扩充新的食用场合。”

July 2017

Frozen Ready Meals - China

“With needs for convenience and variety well catered for by food delivery services, and Chinese consumers becoming more nutritionally savvy and open to exploring product varieties, frozen ready meals are being consumed for different reasons and on new occasions.”

冰淇淋 - China

“来自非零售渠道的挑战迫使冰淇淋生产商通过强调天然和成分真实为市场注入更多新鲜刺激。与此同时，消费者也仍然看重纵享时刻，因此这方面不能妥协折扣。冰淇淋有机会成为心情食品溢价销售，舒缓年轻一代的紧张生活。”

— 倪倩雯，食品和饮料研究分析师

巧克力 - China

“中国消费者吃巧克力主要是为了提升心情，而不是当作零食，因此，推出更像零食的巧克力应会增加消费量。厂商可在巧克力中添加坚果、水果干或膨化谷物等消费者喜爱的健康零食食品，这种方法不仅能丰富产品口味和带来健康益处，而且也能天然降低巧克力的脂肪和糖含量（这两方面是消费者的主要顾虑）。”

— 杨晴，高级研究分析师

早餐 - China

消费者越来越倾向于在外面吃早餐，方便、性价比高和早餐种类多样的便利店尤其受欢迎。其他售卖早餐的场所可通过提供更多的每日特惠早餐来提高竞争力。同时，消费者习惯于吃中式早餐，外国企业可考虑在流行的西式早餐食品中添加中式养生食材或口味，以提高吸引力。”

June 2017

Ice Cream - China

“The challenges from non-retail channels urge ice cream manufacturers to bring more excitement, by emphasising naturalness and authenticity. In the meantime, consumers are still looking for indulgence, which should not be compromised. There is scope for ice cream as a mood food with a premium price, to sooth the stressful ...

Chocolate Confectionery - China

“Chinese consumers primarily consume chocolate to enhance the mood rather than as a snack, so making chocolate more snack-like should potentially expand the usage. Manufacturers can include popular healthy snack foods such as nuts, dried fruits, or puffed grains to not only add flavour and health benefits to the product ...

May 2017

Breakfast Foods - China

“Consumers are shifting to out-of-home breakfast venues, especially convenience stores, which offer convenience, value for money and a variety of choices. Other out-of-home breakfast venues can offer more daily specials to improve their competitiveness. At the same time, consumers are sticking to Chinese foods at breakfast, and international players should ...

April 2017

饼干 - China

“消费者食用饼干的主要原因是放纵味蕾、纵享美味,而中国消费者眼中的享受型饼干并不是厚重甜腻的,而应该是酥脆清爽、口味和质地有丰富的层次感,以及适合搭配饮料一起吃。”

— 杨晴, 高级研究分析师

March 2017

Biscuits, Cookies and Crackers - China

“Indulgence has been a main driver of biscuit consumption. Rather than a piece of heavy and intensively sweet biscuit, Chinese consumers define indulgence as lighter bites that are crispy, with multiple flavour and texture experiences, and are suitable to pair with their drinks.”

方便面 - China

“人口特征的变化正在改变着方便面主要消费群体的构成。方便面类别因此面临着巨大挑战。生产商应采取行动,回应消费者需求的升级,以维持竞争力。企业采取多品牌战略和明确的品牌定位,有助于精确定位目标客户,提升消费者对品牌的忠诚度。”

February 2017

零食消费趋势 - China

“消费者对高蛋白零食的浓厚兴趣使肉类零食在去年成为全球零食市场上的新宠。几百年来，肉类零食都是中国传统零食的一部分，但很少被定位为高蛋白零食。厂商和品牌可能有机会利用蛋白含量和食用方便的特征来重新定位这一深受市场欢迎但仍缺乏创新的零食品类。”

Instant Noodles - China

“The instant noodle category is facing great challenges as demographic changes are reshaping the main consumer group of the category. Manufacturers should take action and respond to consumers' upgraded needs to stay competitive. A multi-brand strategy and clear positioning will enable more precise targeting and strengthen brand loyalty.”

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January 2017

Consumer Snacking Trends - China

“Globally, meat-based snacks have moved into the spotlight in the last year owing to consumers' high interests in protein-rich snacks. The category has been a part of traditional Chinese snacks for centuries but has rarely been positioned as a high-protein snack. Featuring its protein level and making them more convenient ...