

October 2018

涂抹酱和蘸酱 - China

“消费者在购买决策过程中最看重产品原料，52%的消费者表示愿意购买全天然原料的产品。但是，很多消费者不愿意为了健康而牺牲美味，说明兼具美味和健康的产品将大有市场机遇。”

— 李润阳，研究分析师

September 2018

Spreads and Dipping Sauces - China

“Ingredients are the most crucial factor in consumers’ decision-making process, with 52% of consumers saying they would like to buy spreads or dipping sauce if the product uses natural ingredients. However, a great number of consumers aren’t willing to compromise on healthiness for better flavours, suggesting opportunities for healthy products ...

酸奶 - China

“纵使今年中国消费者的酸奶使用频率比去年低，但是中国酸奶市场上的常温及冷藏两个品类的增长仍会持续。在风味和质地上的积极创新及新产品形式的引进都将成为主要动力，推动高端化趋势。区域品牌已经开始加入全国市场的竞争行列，这对市场的良性持续发展不失为一则好消息。”

— 李梦，研究副总监，食品与饮料

August 2018

Frozen and Chilled Ready Meals - China

“Although the market prospects of ready meals have been questioned in recent years, especially given the competitive pressure from food delivery services and New Retail, Mintel believes the category still has strong potential. Indeed some leading players’ efforts with new product innovation are already paying off.

速冻和冷藏预加工食品 - China

“近年来，预加工食品市场面临来自餐饮外卖服务和新零售的压力，其市场前景备受质疑。尽管如此，英敏特认为该品类仍然大有市场潜力。一些领先品牌的产品创新努力也的确初显成效。

不过，品牌需下更大功夫扭转消费者的认知。消费者目前仍认为食用预加工食品只是为了快速充饥。但是，随着消费者日益追求美味可口，营养均衡的正宗美食，预加工食品未来可以发挥更大作用。英国和日本的预加工食品市场就做到了这一点——两大市场不断推进市场教育，让消费者认识到预加工食品也可以作为在家偶尔享用的美食。”

— 徐如一，北亚区报告总监

Yogurt - China

“Although consumers’ consumption frequency is lower than last year, China’s yogurt market will keep growing in both the ambient and chilled sectors. The active innovation in flavour and texture, and the introduction of new product formats will be the main impetus, driving the premiumisation trend. Local brands have started to ...

What players need to ...

对慰藉食物的态度 - China

“慰藉食物在中国市场大有发展良机，因为英敏特调查显示，中国消费者普遍会通过吃东西调节心情并了解食物对心情的影响。品牌（尤其是零食品牌）可从调节心情的功效角度出发吸引消费者，提高品牌知名度。”

— 李梦，研究副总监，食品和饮料

坚果和干果 - China

“坚果享有健康美味的形象，大受消费者欢迎，但市场上坚果产品的口味有待多元化。干果品类可能会受益于冻干技术的发展，酥脆口感度进一步提高，而酥脆的口感是目前消费者眼中高端的产品特征。坚果和干果品类未来发展的关键在于让产品变得既健康又纵享。”

— 刘唱，研究分析师

July 2018

Attitudes towards Comfort Foods - China

“There is a good opportunity for comfort food in China as Mintel research shows using foods to adjust the mood is a widely recognised practice by Chinese consumers and there is a wide acknowledge of the impact of food on people’s mood. Businesses, especially snack brands, can communicate on the ...

Nuts and Dried Fruits - China

“Nuts are welcomed by consumers because of their healthy and tasty image, however more diversified flavours of nuts are needed in the market. The dried fruits category is likely to benefit from freeze-drying technology, which adds a crispiness which is currently seen as premium. The future of nuts and dried ...