

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.”