

May 2017

婴幼儿配方奶 - China

“对于顺利注册配方的领先企业，高端婴幼儿配方奶将成为其重心。顺应新兴的销售渠道将是推动业务增长的主要驱动力之一。品牌应当找到与妈妈沟通的正确方式，发现其生活中的实际需求，并以确凿证据证明其产品的优势。”

April 2017

瓶装水 - China

“中国瓶装水市场发展稳健，但销售额和销量增速已呈现放缓迹象。高端化以及健康水的发展仍然是驱动销售额增长的主要因素。同时，越来越多的精明消费者会在购买前证明溢价的合理性。而高质量水源与“高端”瓶装水的关系仍然最紧密，不同年龄群体对“高端”有不同的看法，因此，公司和品牌应采用相应的定位策略。出行和户外活动等饮用场合不断增多，消费者对污染的日益关注使具有健康功效的瓶装水呈现广阔前景。”

— 李蕾，研究分析师

March 2017

Bottled Water - China

“The bottled water market in China is stable yet the growing speed in value and volume sales has shown signs of a slowdown. Premiumisation, along with the development of healthy water, is still a key trend that drives value consumption. Meanwhile increasingly sophisticated consumers will look for more justifications before ...”

Infant Milk Formula - China

“Premium IMF products will become the focus of leading companies who complete the registration of formulas. Adapting to the evolving distribution channels will be one of the key business growth drivers. Brands should find the right way to communicate with mums, probe into their needs in real life, and provide ...”

植物蛋白饮料 - China

“拓展消费场合是植物蛋白饮料未来发展的关键。除了早餐，植物蛋白饮料的饮用场合可延伸到一天中的不同时段，而厂商或品牌还可探索开发大豆或核桃等传统饮料之外的其他不同类型的植物蛋白饮料。将植物蛋白饮料打造成健康生活的一部分可能会为日益放缓的当前市场增添一种营销新触角，并有效吸引非饮用者。除了包装设计，儿童植物蛋白饮料还应在功效性和营养方面提升吸引力。”

— 李蕾，研究分析师

February 2017

Plant Protein Drinks - China

“Expanding consumption occasions is the key for PPDs' future development. Usage of PPD can be expanded to different times of the day beyond breakfast only, while different types of PPDs beyond the traditional types such as soy or walnut drinks can also be explored and developed. Promoting PPDs consumption as ...”