

## January 2014

### 节庆食品 - China

传统节日食品与中国节日有着密不可分的关系，传统节日食品在中国仍然深受欢迎，过去12个月内有超过七成的中国消费者购买过节日食品。与此同时，西式节日食品在中国市场的发展势头日盛，巧克力是最受欢迎的节日食品，这表明国际品牌在开拓节日食品市场方面拥有巨大潜力。

## December 2013

### 包装加工肉类和鱼类制品 - China

包装加工肉类和鱼类制品（包括海鲜）在2008至2013年间维持高水平的增长，销售额年均复合增长率预计在20%左右。英敏特预测在未来五年内，包装加工肉类和鱼类制品在中国的总销售额将持续增长。消费者收入的提高、生活方式的变化（例如，更快速的生活节奏和西方文化的影响等）以及分销渠道的发展，都会促进该市场进一步发展。

## November 2013

### 早餐食品 - China

过去几年，中国早餐市场大幅增长。这一现象反映了早餐在中国文化中根深蒂固的地位，以及中国居民可支配收入的增加及其用于外出吃早餐非必需性支出的增加。而这些趋势预计将继续推动早餐市场的强劲增长。

### 婴儿食品 - China

过去五年，中国婴儿食品市场迅猛发展，销售量有望继续增加，但是由于婴儿配方奶粉细分市场逐渐进入成熟阶段，中国婴儿食品销售量的增速预计将会放缓。同时，随着中国消费者收入不断增长并且越来越重视食品质量，婴儿辅食细分市场的发展空间仍较大。

## October 2013

### 巧克力 - China

随着中国消费者收入的增加以及受西方生活方式更大的影响，纯正巧克力的概念逐渐被大众广泛接受。得益于此，在过去五年中，中国的巧克力市场一直稳步增长，并有望在未来继续保持这一发展势头。

## September 2013

### Processed Packaged Meat and Fish - China

### Breakfast Foods - China

“The breakfast market is already undergoing transformation, with the focus shifting away from

## Food - China

“China's growing middle class and resulting busier lifestyles should provide catalysts for growth in the PPM market. An emphasis on how PPM can offer convenience to consumers in China, while delivering on quality, safety, flavour and taste, should help to broaden the reach of the category, which is currently ...

merely taste-driven offerings and business opportunities lie in meeting the demand for healthy, convenient and safe breakfasts. More nutritionally balanced breakfasts which are also convenient in terms of purchasing, preparation and consumption, and the introduction of organic ...

### 速食食品 - China

大多数城市居民会在没有时间做饭时购买速食食品。虽然产品往往被定位为便利，但是可微波炉加热、省时/速效和易用性等宣称并未得到充分发掘。冷藏速食食品越来越受欢迎，尤其是在便利店，强大的便利定位有望带动该细分市场的增长。

### Baby Food - China

“The lucrative opportunities within the baby formula segment are attracting the attention of both international brands and domestic companies. As the competition intensifies, manufacturers should look for opportunities to meet consumers' potential future needs to give them an advantage over the competition.”

### Festive Foods - China

“Thanks to the strong connection between traditional festive food and Chinese festivals, traditional festive food remains popular. Western-style festive food, however, is gaining the momentum in this market, with chocolate as the most popular festive food, showing strong potential for international brands to capture the festive food market.”

## August 2013

### Chocolate Confectionery - China

“The China chocolate market has been growing steadily over the past five years and is expected to continue developing at such a rate in future as Chinese consumers gradually embrace the concept of real chocolate owing to rising incomes and greater exposure to the western lifestyle.”

### Prepared Meals - China

“The continued rises in average incomes, increasing numbers of middle-class consumers and changing lifestyles, such as busier working lives, have made prepared meals increasingly popular. However, the category faces fierce competition from the diverse range of foods available in foodservice, while supply chain issues remain a barrier in some geographical ...