

## February 2017

### 糖果 - China

“为了吸引健康意识较强的消费者，品牌需要付出更大努力介绍糖果类产品的原料、甜味剂和营养成分，并使口香糖成为都市消费者保健牙齿的相关产品。此外，通过令人信服的健康功效来定位女性消费群体，通过富有趣味性的产品吸引新手父母（这些年轻父母自己就追求新鲜事物），将帮助品牌脱颖而出。”

## January 2017

### Sugar Confectionery - China

“To win over the more health-conscious consumers, brands need to invest more efforts in communicating ingredients, sweeteners and nutrition, and make gum products more relevant for urbanites that concern about dental health. Besides, targeting females by strengthening credible benefit and the rookie young parents (who are chasing novelty themselves) by ...

## December 2016

### 奶酪 - China

“消费者对生活越来越讲究，品牌要想跟上消费者的步伐，就需要提供更多的创新产品来吸引成年人。人们追求健康的饮食习惯，所以品牌更应把重点放在奶酪的营养价值上。对于品牌而言，付出更多努力、通过各种渠道向消费者普及奶酪的相关知识也很重要。”

### 酱料和调味品 - China

“过去三年中，中国消费者对食盐摄入量的关注明显提高：2014年，22%的被访消费者表示他们吃更少的盐，2016年有高达48%的消费者曾尝试减少盐摄入量。但根据英敏特全球新产品数据库，具有“低/无/减钠盐”宣称的酱料和调味品并不能反映出这些调查结果，这为酱料和调味品公司推出新产品和改进产品提供了机会。”

## November 2016

### Cheese - China

“The cheese market in China has been growing in a relatively flat pace compared to few years ago, due to the fall in global dairy prices. Low imported price has gained more room for brands to invest in awareness building and run promotions to push trials and consumption in order ...

### Sauces and Seasoning - China

“Chinese consumers' concern of their salt intake has increased significantly in the last three years: 22% of the surveyed consumers indicated eating less salt in 2014, and up to 48% have tried to limit their salt intake in 2016. However, according to Mintel GNPD, sauce and seasoning products with low ...

## September 2016

### 酸奶 - China

### 宠物食品 - China

“产品持续升级和不断强调天然及更高营养价值将有助吸引新消费者和保留当前用户；与此同时，品牌还可以通过创新迎合消费者对奢华酸奶，以及在外出就餐时期望在菜单上看到更多酸奶/乳酸菌饮料的需求。”

— 顾菁，研究总监

“相比其他市场，在线渠道在中国宠物食品市场中格外重要。这不仅是因为在线渠道是最受欢迎的购买渠道之一，同样也是因为在线电子商务分销网络能够帮助公司覆盖低线城市和农村地区，而在这些地区，宠物食品市场仍存在充裕的发展良机。”

— 杨晴，研究分析师

## August 2016

### Yogurt - China

“Constant product upgrading and continued emphasis on naturalness and higher nutritional values will help draw consumers in and keep current users, while there are also innovation opportunities to appeal to the rising interest in super indulgent variants and a need for yogurt/yogurt drinks as a menu item while eating ...

### 早餐 - China

“中国消费者对早餐食品的需求呈层级分布。除了饱腹感和营养等基本需求以外，消费者也愿意为能够节省时间的便捷型产品和服务支付溢价。与此同时，他们也青睐具有提神功效的早餐食品。除了食品本身外，餐厅餐饮环境也日益重要。舒适、有趣的就餐环境不仅能为食品收取溢价，同时也能够吸引那些希望在周末享受不同早餐体验的消费者。”

### Pet Food - China

“Compared with other markets, online is an especially critical channel for the Chinese pet food market. Not only because it's one of the most popular purchase channels, but the e-commerce's distribution system enables companies to reach the lower tier cities and rural areas, where there are still lots of growth ...

## July 2016

### Breakfast Foods - China

“Chinese consumers have developed hierarchical needs for breakfast. Besides the basic needs for satiety and nutrition, people are willing to trade up to products and services that can help them save time and add convenience to the eating process. Meanwhile they have started looking for super ingredients with energy-boosting functions ...

### 巧克力 - China

“地域扩张将成为国外公司实现销量增长过程中面临的重大问题。好时公司收购上海金丝猴食品的失败案例将为国外公司在收购中国企业以增强当地分销实力起到警醒作用。提升巧克力的健康形象对于实现品类增长至关重要。此外，生产商也可以利用自身的专业性，进军其他品类。”

### 预加工食品 - China

“便捷性是预加工食品的最普遍特征，但实际上“口味”却是影响消费者做出购买决定的最重要因素。除了口味外，消费者对“不含添加剂”的产品的兴趣持续升温，这一宣称很可能会成为预加工食品行业的新标准。”

## June 2016

## Chocolate Confectionery - China

“Geographical expansion will be the big issue for foreign companies to achieve sales growth. The lessons from Hershey’s acquisition of Shanghai Golden Monkey will lead foreign players to be cautious when acquiring Chinese companies for their local distribution power. Enhancing the health image of chocolate is critical for the category’s ...

## Ready Meals - China

“Convenience and fast to serve are the most common features in the ready meals category, but in fact ‘taste’ is considered as the most important purchase decision factor. Besides the taste, consumers’ interest in ‘additive-free’ products has grown and the claim is likely to become a new norm in the ...

## April 2016

## 饼干 - China

“饼干食用便捷、适合充饥的特色使其在早餐场合别具竞争力。早餐饼干品牌应该关注美味和营养。消费者喜爱有夹心/涂层以及添加谷物/坚果颗粒的早餐饼干。主打零食类饼干的可以敢于尝试口味、颜色和形状创新。搭配食用的方式能够为消费者带来风味融合的体验，进而克服饼干口感过干的问题。”

## March 2016

## Biscuits, Cookies and Crackers - China

“Their convenience and filling nature enable biscuits to be competitive within the breakfast occasion. Breakfast biscuits should focus on taste and nutritional richness. Consumers are drawn to breakfast biscuits with coatings/fillings and nuts/fruits bits. Snack-like biscuits could take bold steps in flavour, colour and shape innovation.”

## 咸味零食 - China

“消费者在选购咸味零食时，口味是最重要的吸引点。厂商应加大投资生产口味更丰富的零食产品。同时，产品形式和包装方面的锐意创新也值得厂商斥资进行研发，这种创新尤其有助于吸引年轻消费者和与进口零食相抗衡。品牌还可以借鉴线上零食品牌的成功经验，并采取创新性品牌战略来保持竞争力。”

## 面条 - China

“方便面市场预计将在未来五年基本持平，在消费者健康意识增强的情况下出现小幅下滑。为了推动增长，品牌需要瞄准核心用户群（20多岁的消费者），各尽其能迎合消费者的饮食偏好（如为零食场合提供更多的小包装方便面，推出原料更好更考究的方便面）。同时，区域差异也是品牌在全国各地推广不同的面条产品时应该予以重视的关键因素。”

— 李宇静，高级研究分析师

## February 2016

### Salty Snacks - China

“Flavour is the most important point of attraction when people choose salty snacks. Manufacturers should invest in wider array of flavour horizons. Meanwhile, bold innovation in product format and packaging are also worth investing in developing, especially for the purpose of pitching young people and competing with imported snacks. Brands ...

## January 2016

### Noodles - China

"The instant noodle market is forecast to stay flat over the next five years – declining a little due to consumers' increasing health consciousness. In order to drive business growth in the future, brands need to target the core users (people in their 20s) and take action to meet consumers' evolving eating ...