

August 2014

餐饮渠道酒类饮品 - China

“相对男性，女性在酒类饮品上的花费明显较低，而且女性消费者通常被认为是“难以开拓”的群体。社交媒体和网络论坛等新媒体营销活动能帮助品牌更有效的接触女性消费者。突出与食物的搭配和与亚洲餐厅合作进行网络营销活动应该能帮助品牌在女性市场中有所建树。”

July 2014

碳酸饮料 - China

“与此同时，消费者的兴趣也不尽相同。加之各种食品安全恐慌事件层出不穷，以及肥胖症等健康问题日益凸显，这些要求各企业在产品成分、口味及包装方面作出创新。英敏特调研显示，具有保健功效的产品成分能够提升碳酸饮料的吸引力，而口味创新有助于满足日益富有冒险精神的消费群体的需求。通过提供便利的小包装以及食物搭配和饮品混调，以提高不同场合下碳酸饮料的吸引力，这或许有助于提高销售量。”

June 2014

On-trade Alcoholic Drinks - China

“When it comes to alcoholic drinks, women’s spending is significantly less compared with men and female consumers are widely considered ‘hard to reach’. Highlighting food pairing and partnering with Asia restaurants in online-based campaigns should be able to help brands stand out when targeting women.”

牛奶和调味奶 - China

“2013年牛奶市场在众多兼并和收购活动继续其重组进程。与此同时，中央政府为确保牛奶产品质量实施了更加严格的法规和规定，而这同样间接鼓励了市场洗牌。在不久的将来，小企业恐怕会面临日益增加的压力，从而导致市场的进一步整合。”

— 张一，研究分析师

May 2014

Carbonated Soft Drinks - China

"Consumers’ personal interests, various food scares as well as rising health issues such as obesity, are fuelling demand for innovations in ingredients, flavours and packaging. Mintel research shows that ingredients that can provide added health benefits could broaden the appeal of CSDs."

April 2014

Milk and Flavoured Milk - China

“The milk market has been in the process of reshuffle with many large-scale merger and acquisition deals were agreed in 2013. The tightening regulations and stricter rules implemented by the government aiming at ensuring the quality of milk products tend to indirectly encourage the reshuffle of this market. In the ...