

April 2022

健康变老的饮食习惯 - China

“中青年消费者对衰老管理有着强烈、迫切的需求，这种需求将拓宽有益于健康变老食品饮料产品创新的应用，不仅在身体层面，也包括对情绪健康的改善。有益健康变老食品饮料将从如下方面获益：其一，通过提升身体机能与培养健康的生活习惯，强调产品有助于“优雅变老”的能力；其二，强调采用中式成分与“药食同源”的概念，以提升产品的整体可信度。”

——刘文诗，高级研究分析师

Diet for Healthy Ageing - China

“Young to middle-aged consumers’ strong, immediate demand for managing age will expand the applications of healthy ageing food and drink product innovations to cover not only physical but also emotional wellbeing improvement. Healthy ageing food and drinks will benefit from highlighting their ability to aid “ageing gracefully” through improving body ...

February 2022

体重管理的饮食习惯 - China

“消费者根据自己的特定目标，为体重管理产品的效果建立了独特的评价标准，品牌需注重探索针对特定体重管理场景的配方。此外，一些体重管理品牌成功转型为大健康品牌，为其他玩家提供了一系列可借鉴的创新，在帮助消费者实现体重管理目标后继续吸引他们的兴趣（如天然食品和健康科技）。”

— 刘文诗，高级研究分析师

January 2022

Weight Management Diets - China

"Consumers have established unique rating criteria for an effective weight management product based on their specific goals, and brands will need to focus on finding formulations that are tailored to specific weight management areas. Furthermore, the success of weight management brands that repositioned themselves as big health brands presents an ...