

## May 2022

### 牛奶和乳饮料 - China

“整体来看，液体白奶在今年的表现最为出色。虽然如此，常温纯牛奶需谨慎定价，并更关注产品口味，而冷藏纯牛奶可从更多维度传达新鲜度。原味奶粉正乘搭不断增长的银发经济浪潮，功能性宣称将成为该市场的破局关键点。由于益生菌保健品来势汹汹，乳酸菌饮料需思考如何通过不同的方式阐述产品对肠道的益处。”

— 彭袁君，研究分析师

## April 2022

### Milk and Dairy Beverages - China

"White liquid as a whole had the best performance this year. But ambient plain milk needs to be conscious about pricing and pay more attention to taste, while chilled plain milk can leverage more dimensions to deliver the concept of freshness. White powder is leveraging the growing silver economy and ...

## March 2022

### 跨界饮料 - China

“在非酒精饮料品类持续的减糖变革之中，水果等天然成分提供了代糖之外的另一条路径，能够帮助打造具有不同甜度的风味选择，以满足不同消费者的减糖需求。随着非酒精饮料在补充营养方面的角色不断演变，以及品类之间的界限愈发模糊，品牌同样有机会利用强化的营养和功能，助力消费者将非酒精饮料纳入其健康管理流程之中。”

— 鲁睿勋，高级研究分析师

### 为儿童购买食品饮料的态度 - China

“首份儿童零食标准的发布为儿童食品饮料产品树立了标杆，再加上近来的教育改革旨在促进儿童的整体身心健康，因此，儿童食品饮料市场日益受到资本和企业的重视。如今的家长见多识广且越来越重视健康，面对他们挑剔的目光，品牌的成长机会在于针对儿童日益严重的健康问题推出革新产品，减轻家长对此的担忧，并推出面向不同年龄段儿童的新品，为孩子提供专属关爱。”

— 张辰钰，高级研究分析师

## February 2022

### Beverage Blurring - China

“Under the ongoing sugar reduction revolution in non-alcoholic drinks, natural ingredients such as fruits provide another approach besides sugar substitutes in delivering flavoured options with different sweetness to cater to different consumers' needs. With the evolving role of non-alcoholic drinks in supplementing nutrition and blurring boundaries between categories, opportunity also ...

### Purchasing Food and Drink for Children - China

“The release of the first children snack standard has set the standard bar high for children food and drink products, coupled with recent education reformation towards promoting children's holistic wellbeing, this market is being increasingly valued by capitals and



## Drink - China

enterprises. Facing scrutiny by ever knowledgeable and health driven parents, opportunities ...