

October 2022

Baby Supplementary Foods - China

"The baby supplementary food market is risking decline in value of sales mainly due to the continued decrease in number of new births resulting into lower consumer base. Buoyed by COVID-19, products that have a strong health positioning are attracting greater interests in the market. Baby supplementary food brands will ...

糖果 - China

"糖果市场面临激烈内部竞争的同时，也面临着来自保健品的外部威胁。我们建议糖果品牌，尤其是专注功能性糖果的品牌利用糖果的减压功能，并通过强调维生素和矿物质含量而不是中草药成分来宣传产品的天然性。"

——殷如君，高级研究分析师

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Sugar Confectionery - China

"The sugar confectionery market faces intensified internal competition as well as external threats from health supplements. Brands – especially those focused on functional candy – are recommended to capitalise on the stress relief function and promote naturalness through vitamin and mineral content rather than TCM ingredients."

宠物食品 - China

"天然性是主要复购因素之一，但有着具体化的定义。宠物主人不仅寻求全天然的食材，也要求食品是动物饮食天性的一部分。再加上体重管理食品，这些是最迫切的需要市场响应的需求。"

Pet Food - China

"Naturalness is one of the leading repurchasing factors but with a specific definition. Pet owners ask not only for all-natural ingredients but also that the food should be part of the animal's natural diet. Together with food for weight management, these are the most urgent needs for the market to ...

August 2022

预加工食品 - China

"中国最新一轮、最大规模的新冠疫情病例反弹加速推动预加工食品的零售额增长，并进一步促进渗透率较低品类（即即煮食品和即配食品）的消费。为了在后疫情时期保持增长势头，品牌可针对传统预加工食品进行革新，通过升级营养融入消费者的健康管理和体重管理日常。与此同时，品牌可聚焦适用于厨房小家电的定制化产品，为消费者提供更多便利。"

Ready Meals - China

"The latest and largest resurgence of cases in China has accelerated the retail sales of ready meals and boosted the consumption of its less penetrated categories (ie ready-to-cook and ready-to-prepared foods). To keep the growth momentum in the post-COVID-19 period, brands can renovate traditional ready meal products to tap into ...