

April 2013

酸奶 - China

在中国，尽管频发的丑闻困扰着乳品行业，但是酸奶产品市场仍保持了持续的增长。中国宏观经济总体持续增长、三至五线城市发展迅速以及内地新兴消费阶层收入水平稳步增长已成为促进酸奶消费的主要驱动力。

March 2013

Yogurt - China

All yogurt makers in China have to deal with a sceptical public whose confidence in domestically produced dairy products has been eroded by a seemingly unending series of food and safety scandals. Mintel's survey results reveal that consumers are looking for spoonable yogurts that reflect wholesomeness and naturalness. Though flavoured ...

February 2013

Bakery Products - China

"With fast growth in the Chinese economy and rising incomes, more and more urban consumers are including more flavourful, healthy and convenient foods in their diets. Bakery products, especially Western bakery products, have become popular as breakfast foods and snacks. This has driven rapid growth in the bakery products industry ...

January 2013

烘焙食品 - China

"随着中国经济的迅猛发展和人们收入水平的提高，越来越多的城市消费者追求美味、健康、快捷的饮食生活方式，烘焙食品特别是西式烘焙食品获得了青睐并成为他们的早餐或零食。所有这一切都极大地推动了中国烘焙食品行业和市场的发展。许多烘焙店和工业烘焙食品企业在过去五年内不断进行地域扩张和产能扩大，而许多非烘焙企业也纷纷跨界进入烘焙食品领域。2007-2012年间中国烘焙食品市场的年均复合增长率（CAGR）高达35%，从2007年的300多亿元增长到2012年的1,350亿元。"

December 2012

零售便利店 - China

尽管近年来中国便利店业扩张迅速，此市场仍有进一步发展空间。在中国城市，平均约10,000人共用一家便利店，远不及台湾和美国等主要市场。台湾为便利店竞争最激烈的市场，每2,400人共用一家便利店。2007-2012年中国便利店以复合年增长率（CAGR）15.9%的速度增长，2012年市值达到465亿元人民币。

Cheese - China

"Economic growth, reform and soaring consumption over recent years have driven rapid growth in Western restaurants and patisseries, particularly in large- and medium-sized cities. Western fast food and Western desserts such as pasta, hamburgers, pizza and cheesecake are becoming more and more popular, and are in large part responsible for ...

Convenience Retailing - China

"While the convenience store sector in China has expanded rapidly in recent years, there remains marked scope for further growth. While there are approximately 10,000 people per convenience store in urban areas in China, this figure is much lower at 2,400 in Taiwan – the most fiercely competitive ...

奶酪 - China

“多年来的经济增长，改革开放和人民消费水平的提高推动了西式餐饮和西点店在中国市场上的迅速增长，特别是在大中型城市。意大利面条、汉堡、披萨、芝士蛋糕等西式快餐和西点为越来越多人所喜爱，并很大程度上培养了中国人对奶酪的兴趣与口味。在此背景下，零售奶酪的销售近年也出现了强劲的增长。”

September 2012

Attitudes towards Food Safety - China

“As China’s food scares crisis persists, companies continue to seek effective strategies to ensure that their products do no harm. However, a food scare is a many-headed hydra – farmers, logistics suppliers, food manufacturers, packagers and retailers are all weak points in a very weak chain. Meanwhile, the central government ...

Baby Foods - China

“China’s baby food market expanded at a compound annual growth rate (CAGR) of 23.1% from 2008-12 to reach a forecast market value of RMB112.2 billion, while volume CAGR rose at 18.6% from 2008-2012, growing to an estimated 0.8 million tonnes. Value grew faster than volume as ...

August 2012

Ice Cream - China

“China’s ice cream market grew from 2007-12 with a volume compound annual growth rate (CAGR) of 4.6%, rising to an estimated 3,072.5 million litres in 2012. Value compound annual growth rate rose at 8.1% from 2007-12, growing to an estimated RMB42.4 billion as manufacturers increasingly ...

July 2012

Supermarkets and Hypermarkets - China

“In trying to understand just how rapidly the modern grocery sector has grown in China, it has to be realised that all of the approximately 50,000 supermarkets and hypermarkets that now exist in China have appeared within a single generation, or less than 25 years. China is now the ...

May 2012

Sugar Confectionery - China

Chocolate Confectionery - China

"Mintel's research has found that consumers' interest in sugar confectionery remains strong, and growth opportunities still abound in China's sugar confectionery market. The challenge facing manufacturers and suppliers is to understand consumers' inner needs for sugar confectionery and gum, particularly in the aspect of emotional fulfilment, in order to bring ...

"Chocolates are still very much regarded as a foreign product to Chinese consumers, despite the fact that chocolates have existed in China for many years. There are still people in the country that have not tasted a real chocolate, let alone gourmet chocolate. Average consumer incomes have risen in recent ...

April 2012

Snacks - China

"China's snacks market has grown strongly thanks to increased consumer spending power, busier lifestyles and increasingly varied leisure pursuits. Consumer interest in new products has fuelled a massive expansion in the number of companies and products involved in the market. But that growth has now created such a bewildering mass ...

February 2012

Instant Noodles - China

"Until recently, China's instant noodles market was facing the dilemma of having become a mature market with stagnant growth, despite the continued rapid economic growth of the country. The success of instant noodles in reaching this position was based on their convenience, but little had been done to maintain product ...