

August 2022

酸奶 - China

"常温酸奶的消费频率呈下降趋势，且消费升级意愿不高。尽管冷藏酸奶市场销售额大幅缩水，但其整体消费频率呈上升趋势。无糖产品创新、专利菌种以及颗粒带来的更好的纵享体验，都将有助于酸奶市场重获增长势头。"

July 2022

冰淇淋 - China

"最近，由于中国新冠疫情复发，人们的居家时间变长，这可能有利于包装冰淇淋的居家消费，因为冰淇淋具有慰藉作用。品牌可以更进一步，通过以地域美食为灵感的冰淇淋配方，令消费者仿佛置身他们钟爱的地方。同时，冰淇淋品牌挖掘健康化趋势的时机已到，目前该趋势已经在其他食品和饮料品类显现，品牌可以利用更加健康天然的成分对产品进行升级。"

— 鲁睿勋，高级研究分析师

代餐 - China

"由于代餐产品的目标受众主要是女性，代餐品牌需要提供针对不同年龄段女性的解决方案以维持增长。此外，代餐和零食类食品日益融合；在不妥协口味的基础上，品牌需要宣传“添加”类营养，同时弱化“减少”类宣称，从而满足提升免疫力和肠道健康管理等消费者最希望获得的健康功效。"

— 殷如君，高级研究分析师

June 2022

Ice Cream - China

"Growing time spent at home as a result of the recent resurgence of COVID-19 in China may benefit in-home consumption of packaged ice cream due to its comforting role. Brands can step further by transporting consumers to their favourite destinations with ice cream recipes inspired from regional cuisines. Meanwhile, it's ..."

Plant-based Food - China

Yogurt - China

"Ambient yogurt is facing declining consumption frequency and low willingness to trade-up. Chilled yogurt, despite its large decline in market value, saw increases in overall consumption frequency. Innovations focused on sugar-free products, patented strains, and improved indulgence brought by mix-ins will help win back the market momentum."

Meal Replacements - China

"With the target audience mainly being females, meal replacement brands need to provide age-specific solutions among females to sustain growth. In addition, the line between meal replacements and snack foods is increasingly blurred. Without compromising the taste, brands need to promote 'plus' nutrients while downplaying 'minus' claims to satisfy consumers' ..."

植物基饮食 - China

"消费者越来越喜爱本土化的植物肉制品，表明植物肉是时候超越代表西方饮食文化的新颖食材，融入本土饮食文化。此外，对老年消费群体的探究为植物基食品带来机遇，以激发该群体对更健康的植物蛋白补充剂的需求。"

— 黄梦菲，研究分析师

方便食品 - China

“Consumers’ growing preference for localised plant-based meat product indicates that it’s time for plant-based meat to move beyond novel ingredient representing Western dietary culture and to be integrated into local food culture. A look into the senior consumer group places opportunity for plant-based foods to intrigue their needs in healthier ...

Instant Foods - China

“The instant food market experienced a decline in the past year due to the significantly-reduced in-home consumption compared to the pandemic period. Faced with competition from ready meals and delivery foods, instant food brands would need to further enhance ‘plus’ attributes in the products and leverage occasion-based marketing to sustain ...

May 2022

中老年食品饮料消费趋势 - China

“对于中老年人来说，健康是重中之重，但享受同样重要。短期内，营养成分表和健康宣称仍是关键的考虑因素。长期来看，中老年人希望获得在营养与口味上平衡的、专门的纵享型食品饮料。与机能失调和便于使用相关的宣称也是未来的发展方向。”

由于居家食品消费量较疫情前大幅减少，方便食品市场在过去一年出现下滑。面对来自预加工食品和外卖食品的竞争，方便食品品牌需要进一步强化产品中的‘添加’属性，并利用场景化营销来保持未来的增长。”

– 殷如君，高级研究分析师

Senior Food and Drink Solutions - China

“Health is in the lime light but indulgence still matters to seniors. In short term, nutrition label and health claims are still key consideration. In the long run, seniors are looking forward to specialized indulgent food and drinks which balance nutrition and taste well. Claims associated with dysfunction and ease ...