

August 2015

冰淇淋 - China

“从时装到餐饮行业，简单即美的标准在中国市场逐步升温，帮助消费者平衡过度忙碌的生活节奏。可是在冰淇淋市场中，追求感官享受的最大化是显而易见的产品偏好，单一的口味和口感已不是吸引日益挑剔的消费者最重要的元素。”

June 2015

Ice Cream - China

“From fashion to foodservice, the beauty of simplicity is gaining greater momentum in China to help consumers to balance their overwhelming lifestyles. In the case of ice cream, the preference for products to maximise sensory enjoyment is clear as simple flavour and texture are no longer the most important elements ...”

巧克力 - China

“既然大多数消费者对代可可脂的安全性没有忧虑，大众市场品牌可使用代可可脂作为原料来削减成本，而不使用代可可脂的品牌需要提高消费者对产品价值和质量的认知，让他们觉得产品对得起相对高的价格。品牌在原料上可采取聪明的做法，在巧克力中添加更多夹心质地/材料，以及建立起巧克力和果腹和餐食之间的联系，以针对出行场合。”

May 2015

Chocolate - China

“Mass-market brands could use cocoa butter substitute as an ingredient to lower the cost given the majority of consumers do not have safety concerns over it yet, while brands that do not use cocoa butter substitutes need to enhance the value and quality perceptions to justify the comparably higher price ...”