

August 2021

冰淇淋 - China

“疫情爆发后，包装冰淇淋受益于居家消费量的增加以及线上和新零售渠道带来的产品可获得性的提高。除清凉降温之外的多样食用场景，意味着品牌有机会增强冰淇淋作为居家零食和慰藉食品的角色，从而打破消费的季节性限制。植物基和有益健康的产品可以帮助品牌将其受众群体进一步扩大到关注健康的消费者。”

— 鲁睿勋，高级研究分析师

July 2021

Ice Cream - China

“Packaged ice cream benefits from rising in-home consumption after the COVID-19 outbreak, aided by growing product availability from online and New Retail channels. Various consumption occasions beyond chilling out indicate the opportunity to strengthen the role of ice cream as an in-home snack and comfort food to break the seasonal ...

June 2021

Plant-based Food - China

“The plant-based meat market is growing, driven by consumers’ increasing awareness of and needs for a healthy diet. Although limited familiarity and previous perceptions of traditional soy meat may hinder consumers’ interest in trying, continuous marketing education and product innovation are expected to support future market growth.”

茶饮料 - China

“不同形态的茶饮料受疫情的影响有所不同，即饮茶饮料细分市场面临着户外消费限制所带来的挑战，由于人们居家时间增加，现泡茶消费量却有所提高。茶饮料企业借鉴了速溶咖啡市场的成功经验，呈现出高端化消费趋势。为满足女性饮茶者对解压和美容的消费需求，茶饮料市场也迎来了功能性创新。”

— 李泓佳，品类总监

牛奶和乳饮料 - China

植物基食品 - China

“由于消费者对健康饮食的认识和需求不断提高，植物肉市场日渐增长。对植物肉了解有限及对传统大豆肉的认识可能会阻碍消费者尝新的兴趣，但持续的营销教育和产品创新有望推动未来的市场增长。”

— 顾菁，品类总监

早餐 - China

“新冠疫情对早餐市场的冲击主要集中在外食早餐场景。但疫情促进了居家早餐消费的增长，进而培养了寻求营养均衡和新鲜食材的消费者。消费者追求区域风味的新诉求带来了外食早餐品类产品创新压力，而居家早餐市场将从更快捷、健康和小份量的早餐解决方案中获益。”

— 彭袁君，研究分析师

Breakfast Foods - China

“COVID has hit the breakfast market mostly on out-of-home occasions, but grown in-home consumptions that breed consumers seeking for balanced nutrition and fresh ingredients. The new consumer aspiration of regional taste also puts pressure on product innovation for the out-of-home sector, while in-home market will benefit from quicker, healthier and ...

肉类零食 - China

“相比零食总品类，肉类零食的增长潜力更高。肉类零食的消费很大程度上由解馋驱动。然而，当前市场新品大多主打健康宣称，并未关注解馋需求。鉴于该市场竞争激烈，新入局者可通过聚焦某一特定的子细分打造竞争优势。儿童零食领域对食品安全和品牌信誉要求更高，这对儿童营养的专业品牌而言是品类拓展的机遇。”

— 赵凌波，高级研究分析师

方便食品 - China

“消费者的需求不断增加和消费场景的日益拓展，使牛奶和乳制品饮料无论是在该本市场内还是在更大范围的休闲饮料市场都具有增长潜力。冷藏牛奶可突出宣传营养价值高于常温牛奶和常温酸奶，以获得更大增长。由于乳制品自带健康光环，加之消费者对肠道健康明星成分（如乳酸菌）的认识更加广泛，品牌向更广饮料市场的进军之路将更为顺畅。”

— 彭袁君，研究分析师

“方便面不再是为了充饥万不得已的选择。技术进步带来的产品升级帮助方便面摆脱没有营养的负面形象，并清除消费障碍。拥有全新形象的方便食品将在便利的基础上更好地满足消费者更多元的饮食需求，并且成为餐饮品牌提供“无界餐饮”的理想形式。”

— 鲁睿勋，研究分析师

May 2021

Tea Drinks - China

“Tea drinks of different formats have experienced the pandemic differently, with the RTD segment facing challenges posed by limits on out-of-home consumption, while tea infusions enjoyed an uplift thanks to the increased time spent at home. Successful practices have been borrowed from the instant coffee market, precipitating a premiumised consumption ...

Milk and Dairy Beverages - China

“Consumers’ increasing needs and expansion in consumption occasions give milk and dairy beverages market growth potential both within the market and from bigger casual drinks market. Chilled milk will benefit from highlighting its nutrition advantages over ambient milk and ambient yogurt. While health halo of dairy and wider awareness of ...

April 2021

Meat Snacks - China

“Meat snacks enjoy higher growth potential in total snack category. Consumption is considerably driven by food craving. However, this factor is not sufficiently addressed in current new product launches which mainly feature healthy claims. While the market is highly competitive, new entrants can consider focusing on very specific sub-segments to ...

Instant Foods - China

“Instant noodles are no longer the last resort for satisfying hunger. Product upgrades thanks to technological improvements help instant noodles cast aside the negative image of being low in nutrition and overcome consumption barriers. Updated perceptions of instant foods will grant them more important roles in satisfying consumers’ diversified dietary ...