

January 2014

酱料和调味料 - China

中国酱料和调味料市场增长强劲但依然分散，各品牌都在努力从市场中脱颖而出。为此，品牌需要达到基本标准，特别是提供健康和安全的食品。为了让消费者对食品安全放心，公司需要尽可能多地提供相关成分、生产安全和健康信息。它们可以通过在包装上清晰标注这些信息，以及利用社交媒体和品牌官网来传播该类信息以达到此目的。

December 2013

酸奶 - China

过去五年内，中国的酸奶市场发展迅猛，并有望在未来继续保持这一发展势头。目前，中国人均酸奶产品消费水平较低，但随着中国消费者收入不断增长并且日益重视食品安全和健康饮食，该市场在未来仍有相当大的增长空间。此外，现代便利店的扩张以及常温酸奶的流行也为市场发展提供了机遇，使其能够销售至更广泛的地理区域。

November 2013

Sauces and Seasonings - China

"In order to differentiate themselves, brands need to meet key basic criteria, especially providing healthy and safe products. To meet consumer demands for safety assurance, companies need to provide as much information as they can about ingredients and manufacturing safety and healthiness. There are also opportunities for manufacturers of sauces ...

早餐食品 - China

过去几年，中国早餐市场大幅增长。这一现象反映了早餐在中国文化中根深蒂固的地位，以及中国居民可支配收入的增加及其用于外出吃早餐非必需性支出的增加。而这些趋势预计将继续推动早餐市场的强劲增长。

October 2013

巧克力 - China

节庆食品 - China

传统节日食品与中国节日有着密不可分的关系，传统节日食品在中国仍然深受欢迎，过去12个月内有超过七成的中国消费者购买过节日食品。与此同时，西式节日食品在中国市场的发展势头日盛，巧克力是最受欢迎的节日食品，这表明国际品牌在开拓节日食品市场方面拥有巨大潜力。

包装加工肉类和鱼类制品 - China

包装加工肉类和鱼类制品（包括海鲜）在2008至2013年间维持高水平的增长，销售额年均复合增长率预计在20%左右。英敏特预测在未来五年内，包装加工肉类和鱼类制品在中国的总销售额将持续增长。消费者收入的提高、生活方式的变化（例如，更快速的生活节奏和西方文化的影响等）以及分销渠道的发展，都会促进该市场进一步发展。

Yogurt - China

"The China yoghurt market has been growing rapidly over the past five years and this trend is expected to continue. There is still a considerable amount of room for development, with future growth supported by rising incomes, and the growing emphasis that Chinese consumers place on food safety and a ...

婴儿食品 - China

过去五年，中国婴儿食品市场迅猛发展，销售量有望继续增加，但是由于婴儿配方奶粉细分市场逐渐进入成熟阶段，中国婴儿食品销售量的增速预计将会放缓。同时，随着中国消费者收入不断增长并且越来越重视食品质量，婴儿辅食细分市场的发展空间仍较大。

随着中国消费者收入的增加以及受西方生活方式更大的影响，纯正巧克力的概念逐渐被大众广泛接受。得益于此，在过去五年中，中国的巧克力市场一直稳步增长，并有望在未来继续保持这一发展势头。

September 2013

Processed Packaged Meat and Fish - China

“China's growing middle class and resulting busier lifestyles should provide catalysts for growth in the PPM market. An emphasis on how PPM can offer convenience to consumers in China, while delivering on quality, safety, flavour and taste, should help to broaden the reach of the category, which is currently ...

速食食品 - China

大多数城市居民会在没有时间做饭时购买速食食品。虽然产品往往被定位为便利，但是可微波炉加热、省时/速效和易用性等宣称并未得到充分发掘。冷藏速食食品越来越受欢迎，尤其是在便利店，强大的便利定位有望带动该细分市场的增长。

Festive Foods - China

“Thanks to the strong connection between traditional festive food and Chinese festivals, traditional festive food remains popular. Western-style festive food, however, is gaining the momentum in this market, with chocolate as the most popular festive food, showing strong potential for international brands to capture the festive food market.”

August 2013

Chocolate Confectionery - China

“The China chocolate market has been growing steadily over the past five years and is expected to continue developing at such a rate in future as Chinese consumers gradually embrace the concept of real chocolate owing to rising incomes and greater exposure to the western lifestyle.”

方便面 - China

Breakfast Foods - China

“The breakfast market is already undergoing transformation, with the focus shifting away from merely taste-driven offerings and business opportunities lie in meeting the demand for healthy, convenient and safe breakfasts. More nutritionally balanced breakfasts which are also convenient in terms of purchasing, preparation and consumption, and the introduction of organic ...

Baby Food - China

“The lucrative opportunities within the baby formula segment are attracting the attention of both international brands and domestic companies. As the competition intensifies, manufacturers should look for opportunities to meet consumers' potential future needs to give them an advantage over the competition.”

Prepared Meals - China

“The continued rises in average incomes, increasing numbers of middle-class consumers and changing lifestyles, such as busier working lives, have made prepared meals increasingly popular. However, the category faces fierce competition from the diverse range of foods available in foodservice, while supply chain issues remain a barrier in some geographical ...

中国方便面市场由台湾企业于20世纪90年代建立，如今该市场可以说已趋于成熟。21世纪中期以来，方便面的年均复合增长率徘徊在5%左右的水平，与中国的其他许多食品市场相比略显疲弱。

June 2013

传统中式零食 - China

中国消费者几乎都有食用零食的习惯，这反映了中国的传统饮食文化。因此，中国零食市场产品和品牌异常繁多，很多制造商都将业务中心瞄准该市场。尽管中国传统零食产品的消费通常集中于节日和庆典活动，特别是中国农历新年（春节）等中国传统节日，但是，随着中国经济的崛起和中国消费者生活习惯的改变，现在中国传统零食的消费更加根深蒂固地融入了消费者的日常生活。

May 2013

Traditional Chinese Snacks - China

“Given the growing diversity of consumers’ snacking habits, in terms of locations and occasions, there are opportunities for manufacturers to create new snacking environments, for example by encouraging more daytime snacking in the office, or when on the go.”

April 2013

成分趋势 - China

中医主要依靠食用天然食物来调理人体；在中医理论传承数千年的历史中，人们普遍认为食物不仅可以提供营养，而且也是健康生活方式的关键所在。这种为食物赋予功能的传统为现代功能食品提供了强劲的发展平台，但同时也给功能食品的发展带来了激烈的竞争压力。

March 2013

Salty Snacks - China

“The plethora of brands and products in the salty snacks category has meant that brands often find it difficult to get the attention of shoppers on the crowded supermarket shelves. The emergence and popularity of

Instant Noodles - China

“As an increasing number of snack options in China continue to snare consumer interest, the image of noodles as first and foremost a convenience product poses a challenge. However, there is scope for premium and healthier instant noodles to support growth if they can meet the demands of the growing ...

咸味零食- 中国 - China

2012年中国咸味休闲食品的零售市场销售量达到了18.854亿公斤，销售额为人民币1,808亿元。2007至2012年间，该市场的销售量年均复合增长率(CAGR)为12.6%，而同期销售额的年均复合增长率为14.7%。支持该市场强劲销售业绩的是消费者对咸味休闲食品的旺盛需求，尤其是中国农历新年（也称为春节）时对坚果和炒货的高消费量。

Ingredient Trends - China

“Due to the vast geographical area of China, food and beverage products have regional differences in raw ingredients, flavours and cooking methods, resulting in noticeably different local food cultures. With local flavours remaining popular among consumers,



Food - China

salty snack food speciality stores as a sales channel has given brands a one-stop platform ...

awareness of and the ability to adapt to local tastes remain important for food ...