

November 2020

为儿童购买食品饮料 - China

“中国儿童人口的减少和日益严重的儿童肥胖问题，正迫使品牌和公司以强调天然性、营养丰富和具有体重管理功能性的高端食品饮料帮助家长。与此同时，倍受欢迎的‘不健康’食品饮料仍然可以通过加入超级食物和低/无/减宣称来保持其市场份额。”

Purchasing Food And Drink For Children - China

“The shrinking child population and the growing issue of childhood obesity in China is pressuring brands and companies to help parents with premiumised food and drink which accentuates naturalness, nutrient-dense, and functionality in weight management. Meanwhile, long-beloved ‘unhealthy’ food and drinks could still preserve their market share by incorporating superfoods ...

January 2020

酱料和调味品 - China

“该品类正处于稳定增长阶段，行业向集中化发展。品类的未来在于扩展家庭消费，并打造更多有益健康的产品。消费者健康意识的提升不仅反映在他们对于原料的敏感，也体现在烹饪习惯的改变。国外酱料不俗的渗透率意味着其在国内市场的增长潜力和跨界发展机会。”

— 吴珍妮，研究分析师

December 2019

Sauces and Seasonings - China

“The category is experiencing steady growth and improved in concentration. Category’s future lies in expanding household consumption as well as creating more BFY products. Consumers’ rising health consciousness is not only reflected in their sensitivity to ingredients, but also embodied in their changing cooking habits. Optimistic penetration of exotic sauces ...

保健品 - China

“疾病预防意识的提升和老龄人口的增加将助力保健品市场未来的增长，但消费者对于保健品效果的顾虑是品牌进一步增长的最大障碍。提供多重沟通渠道并与消费者建立更深层次的关系至关重要。利用高端成分和创新形态升级产品也有助于品牌打造竞争优势。”

- 鲁睿勋，研究分析师

Health Supplements - China

“Continuously rising awareness of disease prevention and the expanding ageing population will ensure the future growth of the health supplements market, but consumers’ concerns about reliability and effectiveness of health supplements are the biggest obstacles to brands’ further growth. It’s important to provide various communication channels and build deeper relationships ...

November 2019

孕期营养 - China

“孕期营养市场的潜力巨大。更加均衡地以及用科学的方法摄取营养的理念，为该市场的发展奠定了基础。许多新竞争者已纷纷入局孕期营养市场，包括婴幼儿配方奶品牌和乳企。培养消费者对品牌的信任至关重要，因为这能有助于建立品牌粘度。渠道整合为消费者提供定制化服务和更好的用户体验，并且也有助于促进线下销售。”

- 吴珍妮，研究分析师

坚果和种子 - China

“坚果和种子市场的增速放缓不应被看做是饱和的表现；相反，进一步刺激市场增长的机会在于让坚果和种子与其他食物和饮料品类更为兼容，成为其配料甚至是基底。有益健康的坚果种子是又一机会，因为它们可以满足成熟消费者目前没有被满足的需求。有益健康既可以通过‘减’（如低脂肪、低盐），也可以通过‘加’（如高蛋白、高纤维）的宣称来体现。”

September 2019

Nuts and Seeds - China

“The slowing down of the nuts and seeds market should not be interpreted as saturation; instead, the opportunities for further stimulating growth lie in making nuts and seeds more compatible with other food and drink categories as ingredients and even bases. BFY nuts and seeds is another opportunity as they ...

Nutrition for Pregnancy - China

“The market potential of pregnancy nutrition is promising. The concept of a more balanced and scientific approach to nutritional intake has provided the foundation for segment growth. The pregnancy nutrition market has seen the entry of multiple new players, including infant milk brands and dairy enterprises. Cultivating consumers' trust in ...

酸奶 - China

“总体来说，中国消费者更多的把酸奶看作功能性食品。尽管常温酸奶增长更快，但其处境尴尬，需找到更加合适的定位，因为消费者将会意识到其功能的局限性；而冷藏酸奶要想和常温酸奶差异化竞争，则需通过具体的功效，打造高附加值的形象。”

- 阿芳，研究分析师

August 2019

Yogurt - China

“Generally speaking, consumers in China regard yogurt more as a functional food. Although ambient yogurt is growing faster, it faces the dilemma of finding a suitable positioning, as consumers will realise its limitations in terms of functionality; as for chilled yogurt, to distinguish from ambient yogurt, a high added-value image ...

馈赠食品 - China

“高档水果、坚果和乳制品饮料在馈赠食品饮料行业中备受欢迎。与水果和牛奶相比，较少消费者选择坚果和酸奶作为赠礼。提高购买的方法之一是推出捆绑组合。此外，坚果企业可以瞄准保健品和代餐等小众市场。而且，三线城市是发展馈赠坚果和酸奶的潜力市场。”

Gifting Foods - China

预加工食品 - China

“Premium fruit, nuts, and dairy drinks have gained popularity in the gifting food/drink industry. There are fewer buyers choosing nuts and yogurt as gifts compared to fruit and milk. One way of increasing purchase is offering bundle deals of nuts and yogurt. In addition, nuts businesses could target niche ...

巧克力 - China

“中国巧克力市场受益于电商发展，但仍需要更多创新。零售单价上涨有助于零售额增长，这折射出产品高端化趋势。消费者日益增长的健康意识，对巧克力质量提出更高要求。为了迎合市场和保持竞争力，品牌一直探索电商渠道，调整自身营销战略并不断创新”。

– 吴珍妮，研究分析师

“消费者主要根据营养和原料等内在因素来衡量预加工食品的健康价值，此外，他们也关注成分表。利用上述要素来升级产品是时下的一种趋势。同时，消费者还关注较短的保质期，因此冷藏预加工食品在未来或有更好的商机，尤其是在鲜食应用软件、便利店和社区店蓬勃发展的情况下。”

July 2019

Chocolate Confectionery - China

“The Chinese chocolate market is benefiting from e-commerce but still requires more innovation. The rising price per retail unit has contributed to retail sales value growth, and reflects the trend towards product premiumisation and consumers’ increasing health consciousness, which is creating higher demands on chocolate quality. In order to cater ...

Ready Meals - China

“Consumers evaluate the healthiness of ready meals based more on intrinsic factors, such as nutrition and ingredients; they also pay attention to labels. Upgrading products leveraging these elements is a current trend. Meanwhile, consumers are also paying attention to short shelf life, so chilled ready meals may have a better ...

早餐 - China

“随着零售与餐饮服务的融合，居家早餐与外食早餐市场之间的界限逐渐模糊，并且二者都在经历着全方位的升级（如供应链、食品安全）。展望未来，随着进驻的企业日益增多，未来的早餐市场会进一步细分；竞争不再局限于现有的产品、服务和渠道中，还会来自于其他品类和其他服务类型。”

– 阿芳，研究分析师

食品饮料高端化趋势 - China

“现在大多数中国消费者将更健康的生活方式作为一大生活重心，具体表现为购买优质食品饮料产品。由于整体经济能力有所提高，消费者正在积极寻求同时满足改善健康和愉悦味蕾双重需求的高端特性，这是因为他们逐渐转变为以价值为主，而非价格。食品饮料品类的光明前景将推动企业升级生产过程中的每一步，包括采购、加工、包装和宣传。国外竞争对手推出的小众宣称和功能也可作为国内企业的灵感来源。”

June 2019

Premiumisation In Food and Drink - China

“The majority of Chinese consumers are prioritising a healthier lifestyle by consuming quality food and drink products. With an overall elevated financial capability, consumers are actively seeking premium cues that can fulfil their needs to improve health as well as satisfy

Breakfast Foods - China

“With the fusion of retail and foodservice, the at-home breakfast and out-of-home breakfast markets are blurring and both are experiencing upgrade on all fronts (eg supply chain, food safety). Looking ahead, the future breakfast market will be further fragmented as more

taste buds as they tend towards becoming value-driven rather ...

players are entering; the competition is no longer limited ...

May 2019

Baby Nutrition - China

“Although facing a declining birth rate, the total baby nutrition market still maintains steady growth, mostly driven by a strong desire to trade up. Just as parents are sometimes struggling with contradictory opinions on baby feeding, their determination to continue learning and sharing relevant knowledge is also strong. Baby food ...

April 2019

植物性饮食- 中国 - China

“健康担忧不断增加的消费者正拥抱接受植物的力量。即便这些消费者对植物性饮食持积极的认知，他们也会偏向符合中国口味的饮食。消费者希望高端植物性饮食产品更具多样性的需求为该品类提供了良好的市场前景，并促使企业升级加工技术以及向市场推出新颖食材和新颖的跨品类产品。此外，蛋白质营养功效的认知度不断提高，可以让品牌和企业有机会凭借植物蛋白的优势改革市场。”

对轻食的消费态度 - China

“轻食的崛起是消费者越来越认识到健康饮食的重要性的结果。为了吸引更多消费者，轻食应同时含有坚果和籽仁、水果和粗粮/谷物，并与营养的功能性软饮料搭配，如酸奶、鲜榨果蔬汁和益生菌饮料。这不仅能增强轻食的健康功效，还能带来足够的充饥效果，消除消费者的主要购买障碍——吃完轻食容易饿。”

March 2019

Plant-based Diet - China

“Consumers with growing health concerns are embracing the power of plants, and while they hold positive perceptions towards plant-based food and drink, they will lean towards diets that are curated to Chinese palates. The demand for more diverse offerings in premiumised plant-based food and drink provides a healthy market outlook ...

Attitudes towards Light Meals - China

“The rise of light meals is the result of consumers’ growing awareness of the importance of having a healthy diet. To attract more consumers, a light meal should contain nuts and seeds, fruit and coarse grains at the same time, and be paired with nutritious and functional soft drinks, such ...

饼干 - China

“虽然消费者仍追求纵享体验，但传统饼干已不能满足新一代消费者的需求。饼干市场竞争激烈且产品同质化严重，生产商可创新饼干成分，并注重饼干的健康和新鲜，以满足消费者的需求。”

— 李润阳，研究分析师

55岁以上人群的饮食习惯 - China

“中国老龄人口的增长给企业带来大量创新的高质量食品和饮料方面的商机，帮助积极寻求措施提升健康状况的老年人打造营养均衡的膳食。在不远的未来，针对健康问题打造的，在数字平台渠道销售的产品可以帮助品牌和公司接触到更多受众。”

— 徐文馨，高级研究分析师，食品和饮料

February 2019

Biscuits, Crackers and Cookies - China

“Even though consumers are still craving indulgence, traditional biscuits can no longer meet the needs of new generations of consumers. In a highly competitive market with high product homogeneity, biscuits producers that can provide innovative formulations while considering biscuits’ healthiness and freshness could satisfy consumer needs.”

– Bella Li ...

零食消费趋势 - China

“由于现在的消费者更关心零食新鲜度，‘短保’零食已进入公众视野。由于新鲜度通常表示‘不含防腐剂’，选择这一特质的消费者其实是追求‘纯天然’产品。‘短保’零食的创新如今集中在烘焙产品上，但由于消费者对新鲜度的追求不断提升，‘短保’可能成为其他主要品类的新常态，因而对生产商的创新能力提出了更高要求。”

- 阿芳，研究分析师，食品和饮料

Over-55s' Eating Habits - China

“The growing senior segment in China has opened up tremendous opportunities for companies to bring innovative, quality foods and drinks that could help seniors who are actively seeking solutions to improve their health conditions build nutritious and balanced diets. Products developed for health complications and channelled through digital platforms could ...

Consumer Snacking Trends - China

“As consumers today are concerned more on the freshness of snacks, ‘short-shelf-life’ snacks have entered the spotlight. Consumers who opt for this attribute are actually seeking ‘all natural’ products, as freshness usually means ‘no preservatives’. Innovation in ‘short-shelf-life’ snacks now is concentrated on bakery products, but as consumers’ pursuits for ...