

April 2023

植物基饮食 - China

“鉴于植物肉的肉类替代品定位主导该市场，品牌需要优先提升产品模仿真肉的能力。不过，为了保持该品类的可持续发展，将植物肉融入主流饮食习惯的新定位（如作为蔬菜营养的补充）为品牌指明了在同质化竞争中的增长机遇。”

– 黄梦菲，研究分析师

Purchasing Food and Drink for Children - China

“The Dietary Guidelines for Chinese School-aged children and the drop in the birth rate set both opportunity and challenge for this market. Currently, brands should adapt accordingly and quickly, and echo parents' expectations in functional and free-from claims. In the future, brands should rethink the target group as the family ...

零食消费趋势 - China

“得益于供需两端的驱动力，中国零食市场的增长没有出现放缓的迹象。一方面，进一步的人群细分将有助于品牌实现提供健康、高端化产品的首要目标。另一方面，品牌也应该在营销宣传中加以强调消费者在新兴场合（如‘自我时光’）的需求。”

– 张辰钰，高级研究分析师

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Plant-based Food - China

“Considering the meat substitute positioning of plant-based meat is predominant, simulation of real meat is worthy of being prioritised. However, for sustainable development of this category, new positioning, for example as a vegetable supplement, highlights a growth opportunity under homogenised competition through the integration of plant-based meat into mainstream eating ...

Children's Nutrition - China

“The newest dietary guidelines for children are more specific than before, which will benefit parents with a

儿童营养 - China

最新版儿童膳食指南比旧版内容更具体，其简单直白的表达方式将更好地帮助父母喂养孩子。企业和品牌也应将这些更新应用到创新和营销信息中，从而为父母提供支持。企业和品牌应专注于扩展饮水场景和教育吃蔬菜和水果的重要性。品牌也应关注到，消费者希望购买平价保健品，因此，未来将会出现更多针对全家健康需求的产品创新。”

为儿童购买食品饮料的态度 - China

“《中国学龄儿童膳食指南》的出台和出生率的下降对儿童食品饮料市场来说，既是机遇也是挑战。目前，品牌应迅速做出相应调整，并迎合家长对功能性和无添加宣称的期望。未来，随着家庭结构可能发生的变化，品牌应该重新思考其目标群体，并通过满足父母和孩子的需求，在业务品类和食用场合方面进行探索。”

肉类零食 - China

“肉类零食细分面临增长放缓的前景。为了激发增长新动力，品牌不妨投资于有机宣称以推动产品高端化，并通过突显低脂特征宣传植物肉零食。此外，品牌也可推出肉类零食礼盒套装，瞄准对这类产品有强烈兴趣的三世同堂家庭。”

– 殷如君，高级研究分析师

Consumer Snacking Trends - China

more straightforward guide to feeding children. Companies and brands should adopt this change with innovations and marketing messages to support parents. They should focus on expanding the occasions for hydration and education on ...

“The growth of the snack market in China shows no sign of slowing down thanks to driving forces in both the supply and demand sides. On the one hand, further specification would aid brands in achieving their prime goal of offering healthy and premiumised products. On the other, consumers’ demand ...

Meat Snacks - China

“The segment is facing slowed-down growth prospect. To spur new growth momentum, brands are recommended to invest in organic claims for premiumisation and to highlight low fat content to advertise plant-based meat snacks. In addition, meat snack gift sets can also be launched to target multi-generation families who have strong ...

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馈赠场景下的食品与饮料 - China

“不确定性促使消费者权衡自己在馈赠送礼上的花费。品牌若要从竞争激烈的传统节日庆送礼场景中脱颖而出，把握能传递‘小确幸’的日常表达关爱的场景，以及有助于提升情绪的自我馈赠场景将大有可图。”

——黄梦菲，研究分析师

Food and Drink Gifting - China

“Uncertainty leads consumers to evaluate their gift-giving spending. To stand out from the fierce traditional festival gifting scenarios, daily caring scenarios providing little blessings and self-gifting used to lift mood can be opportunity for brands.”