

## April 2018

### 儿童食品饮料购买 - China

" 由于均衡饮食观念变得更受欢迎，现在已不是所有家长都会要求孩子按照严格的饮食规定。屈服于孩子的要求并偶尔买些不健康的零食并不再是件坏事，因为有些家长认为孩子开心、独立且觉得自身的需求受尊重更为重要。 "

– 马子淳、副总监

## March 2018

### Purchasing Food and Drinks for Children - China

"As the concept of a balanced diet becomes popular, not all parents are interested in implementing strict rules on their child's diet. Giving in to children's requests and occasionally buying unhealthy treats is not always seen as a bad decision because some parents think that raising a happy, independent child ...

### 植物蛋白饮料 - China

" 为与乳制品及其它饮料竞争，植物蛋白饮料需更展现其为具营养功效的美味饮品。此外，厂商可以通过推出更多不同风味的产品，或将新成分如腰果等带进市场来吸引消费者的兴趣并增加饮用量。 "

– 黄一鹤，研究分析师

## February 2018

### Plant Protein Drinks - China

"The plant protein drinks industry needs to reinforce its image as a tasty drink with nutritional benefits to compete with other beverages including dairy drinks. In addition, launching more flavoured variants and introducing new ingredients such as cashew could help to boost appeal and increase consumption."

– Yihe Huang ...