

September 2016

酸奶 - China

“产品持续升级和不断强调天然及更高营养价值将有助吸引新消费者和保留当前用户；与此同时，品牌还可以通过创新迎合消费者对奢华酸奶，以及在外出就餐时期望在菜单上看到更多酸奶/乳酸菌饮料的需求。”

— 顾菁，研究总监

宠物食品 - China

“相比其他市场，在线渠道在中国宠物食品市场中格外重要。这不仅是因为在线渠道是最受欢迎的购买渠道之一，同样也是因为在线电子商务分销网络能够帮助公司覆盖低线城市和农村地区，而在这些地区，宠物食品市场仍存在充裕的发展良机。”

— 杨晴，研究分析师

August 2016

Yogurt - China

“Constant product upgrading and continued emphasis on naturalness and higher nutritional values will help draw consumers in and keep current users, while there are also innovation opportunities to appeal to the rising interest in super indulgent variants and a need for yogurt/yogurt drinks as a menu item while eating ...

早餐 - China

“中国消费者对早餐食品的需求呈层级分布。除了饱腹感和营养等基本需求以外，消费者也愿意为能够节省时间的便捷型产品和服务支付溢价。与此同时，他们也青睐具有提神功效的早餐食品。除了食品本身外，餐厅餐饮环境也日益重要。舒适、有趣的就餐环境不仅能为食品收取溢价，同时也能够吸引那些希望在周末享受不同早餐体验的消费者。”

Pet Food - China

“Compared with other markets, online is an especially critical channel for the Chinese pet food market. Not only because it's one of the most popular purchase channels, but the e-commerce's distribution system enables companies to reach the lower tier cities and rural areas, where there are still lots of growth ...

July 2016

Breakfast Foods - China

“Chinese consumers have developed hierarchical needs for breakfast. Besides the basic needs for satiety and nutrition, people are willing to trade up to products and services that can help them save time and add convenience to the eating process. Meanwhile they have started looking for super ingredients with energy-boosting functions ...