

November 2021

配方奶 - China

“虽然新生儿数量下滑的情况难以逆转，但婴幼儿配方奶品牌仍有机会通过聚焦成长配方奶品类的高端产品创新，以及侧重针对特定健康功能（如对肠道友好、促进身体发育和助眠等功效）的营养强化以保障营收。婴幼儿配方奶品牌可发掘“个性化营养”领域的潜力，以进一步提升差异性和竞争力，进而赢得更多市场份额。”

Instant, Drip Bag and Pod Coffee - China

“Instant coffee, being as the first cup of coffee among many consumers, has an important role in China's coffee consumption. Product upgrades around flavour and format help rejuvenate the category by satisfying consumers' evolving needs. Brands can proactively help consumers sustain their in-home habits since the COVID-19 outbreak as well ...

October 2021

Infant Milk Formula - China

“Although the decline of new births is hard to reverse, IMF brands still have chances to secure revenue with premium product innovations in the growing-up milk formula sector in particular, with a focus on upgraded nutrition compositions targeting specific health functions such as gut-friendliness, body development and sleep benefits. "Personalised ...

Upcoming Reports

Chinese Spirits - China - 2021

西方烈酒 - 中国 - 2021年

Western Spirits - China

“The spirit market is recovering with unprecedented speed after the pandemic, consumers' willingness to drink is driven by not only post-lockdown compensatory spending but also by ever adapted trendy lifestyle. Consumers are embracing multiple drinking occasions, which provide companies opportunities to go bolder in both flavour innovation and creative engaging ...

白酒 - 中国 - 2021年

速溶，耳挂，胶囊咖啡 - 中国 - 2021年