

## January 2022

### 白酒 - China

“由于中国白酒领先品牌获得越来越多市场份额，该市场正趋向集中化。然而，消费者对白酒的刻板印象，以及市场上琳琅满目的酒精饮料选择将影响白酒的未来市场增长。在消费升级的浪潮下，白酒品牌不仅需要抓住消费者不断提升的健康意识，推出更健康的选择，也要回应他们对附加价值的需求，例如可持续性和平等性。”

— 张辰钰，高级研究分析师

### Beer - China

“Rejuvenation and premiumisation have been the growth engines and development directions of beer brands. To differentiate products from the competition, brands need to target the increasingly segmented demands of different consumer groups, with more purist beer launches for males and more imaginative flavour innovation for females. Building a distinctive brand ...

## December 2021

### 西方烈酒 - China

后疫情时期，烈酒市场正在以前所未有的速度复苏，消费者的饮酒意愿受两大因素驱动——一是居家防疫之后的补偿性消费；二是紧跟流行的生活方式。消费者正在拥抱多种饮用场合，企业可以借此推出更加大胆的创新口味和创意推广活动，从而吸引新的消费者。同时，尽管白兰地和威士忌在中国市场的发展历史较长，但琴酒/金酒凭借其独特性，成为了中国市场上冉冉升起的一颗新星。”

### Chinese Spirits - China

“The Chinese spirits market is moving towards centralisation, with leading brands gaining ever greater value share. However, consumers' exposure to a plethora of alcoholic beverage options and stereotypes about baijiu will impact future market growth. Chinese spirits brands should not only capture rising health consciousness by providing healthy alternatives, but ...

### 速溶，挂耳，胶囊咖啡 - China

“速溶咖啡是许多消费者‘第一杯咖啡’的启蒙选择，在中国咖啡消费中扮演重要角色。围绕风味和形态的产品升级可满足消费者不断演变的需求，并为该品类注入活力。品牌可主动帮助消费者保持自新冠疫情以来培养的居家消费习惯，并通过创新风味和有趣的调配方式创造新的饮用场景。同时，随着消费者对环境问题愈发关注，品牌需在推出新颖包装之余减少对环境的影响，并树立道德品牌形象。”

— 鲁睿勋，高级研究分析师

## November 2021

### 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 ...

### 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 ...