

January 2016

酱料和调味料 - China

“小众酱料和调味料品类的未来增长潜力巨大。外国酱料应更好地适应中国消费者的饮食习惯。品牌可以帮助年轻消费者提高厨艺，并通过社交媒体与他们保持更频繁的互动。包装创新仍是待开发领域。”

– 刘超伦，高级研究分析师

December 2015

Sauces and Seasonings - China

“Niche segments of the sauces and seasonings market in China have potential to grow vigorously in the future. Foreign sauces need to better adapt to Chinese dietary habits. Brands can provide culinary assistance and utilize social media to better engage with young people. Packaging innovation remains a white space.”

October 2015

婴幼儿辅食 - China

“强调自然性和纯净性、充分利用有机成分的优势，以及拓展更多具有方便和辅助性质的食用场合都是提高中国市场婴幼儿辅食消费量的可行方式。”

– 刘欣琪，研究分析师

September 2015

Baby Supplementary Food - China

“Emphasising naturalness and purity, harnessing the benefit of organic ingredients, and expanding more eating occasions with convenient and complementary nature are all possible ways to boost the usage of baby supplement food in China.”

Yogurt - China

酸奶 - China

“随着酸奶将是更多休闲场合的选择产品，因此，能够带来美味享受的酸奶产品创新将继续而拉动市场的进一步发展。与此同时，商家可以通过提供更具吸引力的产品，以满足消费者特定的需求，从而寻求不同细分市场的商机。生产商需要提供更详细的产品信息，从而使消费者相信产品的功效”。

– 刘超伦，高级研究分析师

“Innovation to enrich an indulgent yogurt-drinking experience will drive further growth, since yogurt will be consumed on more casual occasions. Meanwhile, businesses can seek opportunities in different market segments by providing more appealing products to fulfil consumers’ specific needs. Manufacturers are required to provide detailed product information to convince consumers ...

August 2015

冰淇淋 - China

“从时装到餐饮行业，简单即美的标准在中国市场逐步升温，帮助消费者平衡过度忙碌的生活节奏。可是在冰淇淋市场中，追求感官享受的最大化是显而易见的产品偏好，单一的口味和口感已不是吸引日益挑剔的消费者最重要的元素。

June 2015

Ice Cream - China

“From fashion to foodservice, the beauty of simplicity is gaining greater momentum in China to help consumers to balance their overwhelming lifestyles. In the case of ice cream, the preference for products to maximise sensory enjoyment is clear as simple flavour and texture are no longer the most important elements ...

巧克力 - China

“既然大多数消费者对代可可脂的安全性没有忧虑，大众市场品牌可使用代可可脂作为原料来削减成本，而不使用代可可脂的品牌需要提高消费者对产品价值和质量的认知，让他们觉得产品对得起相对高的价格。品牌在原料上可采取聪明的做法，在巧克力中添加更多夹心质地/材料，以及建立起巧克力和果腹和餐食之间的联系，以针对出行场合。”

May 2015

Chocolate - China

“Mass-market brands could use cocoa butter substitute as an ingredient to lower the cost given the majority of consumers do not have safety concerns over it yet, while brands that do not use cocoa butter substitutes need to enhance the value and quality perceptions to justify the comparably higher price ...

April 2015

饼干 - China

“虽然很多男性嘴上不说‘我喜欢吃甜食’，但从他们在饼干的消费行为上看，男性甚至比女性更偏爱甜味饼干，表明

饼干品牌有机会通过更有针对性的营销传播、包装和产品创新来吸引男性消费者。”

– 邱昊,研究分析师

March 2015

Biscuits, Cookies and Crackers - China

“Although not many men shout out ‘I love sweet snacks’, from their consumption behaviour of biscuits, men are even more in favour of sweet flavour than women, presenting opportunities for biscuit brands to better appeal to male consumers via marketing communications, packaging and product innovations.”

– Hao Qiu, Research ...

节庆食品 - China

“中国饮食文化丰富，传统节庆食品在节日中扮演着非常重要角色，尤其在其他节庆活动日益淡化的今天，节庆食品日渐盛行。”

咸味零食 - China

“消费者会为了美味牺牲健康？——不会，但他们吃‘不健康’的零食吗？——会。品牌应该竭尽所能推广产品健康相关的属性，消除消费者的疑虑，从而在竞争中脱颖而出。”

February 2015

Salty Snacks - China

“Are consumers willing to compromise health for taste? - No. But do they still buy ‘unhealthy’ snacks to eat? – Yes. Brands could make more effort to market the health-related features to reassure consumers and stand out from the competition.”

January 2015

Festive Foods - China

“Value for money products will prevail in the festive food market in the future. However, this does not mean that products should be simple and dull with a cheap image. Manufacturers have various ways to provide more value for consumers, such as using the packaging to highlight the festive theme ...