

## July 2021

## 早餐 - China

“新冠疫情对早餐市场的冲击主要集中在外食早餐场景。但疫情促进了居家早餐消费的增长，进而培养了寻求营养均衡和新鲜食材的消费者。消费者追求区域风味的新诉求带来了外食早餐品类产品创新压力，而居家早餐市场将从更快捷、健康和小份量的早餐解决方案中获益。”

— 彭袁君，研究分析师

## June 2021

## Breakfast Foods - China

“COVID has hit the breakfast market mostly on out-of-home occasions, but grown in-home consumptions that breed consumers seeking for balanced nutrition and fresh ingredients. The new consumer aspiration of regional taste also puts pressure on product innovation for the out-of-home sector, while in-home market will benefit from quicker, healthier and ...

## Plant-based Drinks - China

“The plant-based drinks market is expected to bounce back quickly to pre-pandemic levels but growth will remain slow in the long run. To stand out amid intense competition, brands should accelerate the pace of their product innovation to serve different need spaces. They could also expand into other beverage categories ...

## May 2021

## Tea Drinks - China

“Tea drinks of different formats have experienced the pandemic differently, with the RTD segment facing challenges posed by limits on out-of-home consumption, while tea infusions enjoyed an uplift thanks to the increased time spent at home. Successful practices have been borrowed from the instant coffee market, precipitating a premiumised consumption ...

## 植物基饮料 - China

“植物基饮料市场预计将迅速反弹至疫情前的水平，但从长远来看，仍将缓慢增长。为了在激烈的竞争中脱颖而出，品牌应该加快产品创新的步伐，以服务于消费者不同的细分需求。品牌还可以将植物基概念扩展到其他饮料品类，以拓宽消费场合并促进零售额增长。”

— 殷如君，高级研究分析师

## 茶饮料 - China

“不同形态的茶饮料受疫情的影响有所不同，即饮茶饮料细分市场面临着户外消费限制所带来的挑战，由于人们宅家时间增加，现泡茶的消费量却有所提高。茶饮料企业借鉴了速溶咖啡市场的成功经验，呈现出高端化消费趋势。为满足女性饮茶者对解压和美容的消费需求，茶饮料市场也迎来了功能性创新。”

— 李泓佳，品类总监

## 牛奶和乳饮料 - China

“消费者的需求不断增加和消费场景的日益拓展，使牛奶和乳制品饮料无论是在该本市场内还是在更大范围的休闲饮料市场都具有增长潜力。冷藏牛奶可突出宣传营养价值高于常温牛奶和常温酸奶，以获得更大增长。由于乳制品自带健康光环，加之消费者对肠道健康明星成分（如乳酸菌）的认识更加广泛，品牌向更广饮料市场的进军之路将更为顺畅。”

— 彭袁君，研究分析师

## Milk and Dairy Beverages - China

“Consumers’ increasing needs and expansion in consumption occasions give milk and dairy beverages market growth potential both within the market and from bigger casual drinks market. Chilled milk will benefit from highlighting its nutrition advantages over ambient milk and ambient yogurt. While health halo of dairy and wider awareness of ...