

January 2016

啤酒 - China

“品味高低与喝国外品牌的啤酒呈正相关。这意味着，国际品牌在一线城市的消费基础高出二、三线城市，越富裕、学历越高的消费者越有可能对国际啤酒市场的产品了然于胸。”

— 常友，研究分析师

果汁 - China

“受果汁饮料表现低迷影响，整个果汁市场略有下滑。虽然果汁饮料在2015年仍以88.5%的销售量份额在果汁零售市场上占据主导地位，但纯果蔬汁和中浓度果蔬汁预计将逐步抢夺其份额。”

December 2015

Beer - China

“There is a positive correlation between drinking international beer and development. This means that international brands have a higher consumer base in tier one cities than tier two and three cities: the more affluent the consumer, and the more educated, the more likely they are to be in a position ...

Juice - China

“The juice market has declined slightly driven by the poor performance of juice drink segment. Though the juice drink segment continues to dominate the retail market with an estimated 88.5% volume share in 2015, its share is expected to be taken by pure juice and nectar.”

November 2015

葡萄酒 - China

“葡萄酒市场终于开始显示复苏迹象，进口活动回暖。但国产品牌在另一方面，却深受中端市场竞争加剧之苦，步履蹒跚。”

— 张一，高级饮料研究分析师

October 2015

Wine - China

“The wine market is finally showing signs of recovery with importing activities thawing. Domestic brands, on the other hand, are suffering from intensified competition in the mid-range.”

西方烈酒 - China

“由于中国饮酒文化的复杂性以及西方烈酒市场上产品的多样性，万能型营销传播方式和产品设计已不再能满足需要。品牌需要在市级地区差异的基础上进一步进行市场细分，以在市场竞争中取胜。”

September 2015

Western Spirits - China

“Given the complexity of the drinking culture in China and the wide range of products within the Western

茶饮料 - China

“饮即茶饮料市场上的消费者越来越精明。产品价格等简单的外部因素对消费者的认知和购买决定的影响有限，单

spirits market, one-for-all marketing communication and product design are no longer fit for purpose. Further segmentation based on regional differences at city level is needed to triumph in the market.”

纯追求全能型产品的年代一去不复返了。因此，找到正确的沟通渠道并结合特定的宣称来定位各种不同的即饮茶消费群体已成为重中之重。明智地使用健康和美容宣称有助于即饮茶品牌在蓬勃发展的新领域中获取一席之地。”

– 张一，高级饮料分析师

July 2015

Tea Drinks - China

“Consumers in the RTD tea drinks market have become savvier. Simple extrinsic cues such as product prices achieve limited impact on consumers’ perception and purchase decision-making process. The era of having simple one-for-all products is long gone. Consequently, finding the right communication channels combined with specific claims to target various ...

中国白酒 - China

“几乎所有的白酒生产商均将更多的注意力放在消费者市场中，白酒大众化已成为白酒行业的共识。品牌需要超越价格刺激，使产品包装和营销交流更有创新精神，从而更好地吸引大众市场的消费者。与此同时，高端白酒品牌有机会将饮用白酒宣传为彰显良好品味的象征，应对来自葡萄酒和西方烈酒的竞争的同时，拉动市场发展。”

– 邱昊，研究分析师

June 2015

Chinese Spirits - China

“Almost all producers have paid more attention to the consumer market and the commoditisation of baijiu has become a consensus of the industry. Brands need to go beyond price incentives and renovate their product packaging and marketing communication to better appeal to the mass market. At the same time, opportunities ...

婴幼儿配方奶 - China

“很大一部分妈妈们喜欢将奶粉与其它婴幼儿产品混合来喂宝宝，以获取最优的婴幼儿饮食搭配。另外，相比专业人士的意见，消费者在购买配方奶时更信任周围亲属的意见和消费者的在线评论。市场上也出现了“只卖洋品牌”的网站，这些网站的产品全都仅限海外采购。中国社会/电商行业的日益成熟发展，加上国产品牌爆发的丑闻继续发酵，这些因素都将推动这些网站业务的持续增长。”

May 2015

牛奶和调味奶 - China

“除了利用洋品牌身份的优势，国际品牌还需要更加关注中国消费者的需求，进行包装本地化革新，并在市场营销过程中提供更多品牌相关信息以吸引消费者。此外，专为青少年设计的牛奶也是有待品牌抢占的空白市场。”

April 2015

Infant Milk Formula - China

“There is a large portion of mums who tend to focus on combining infant milk powder products with other products for an optimal baby diet. Moreover, close

Milk and Flavoured Milk - China

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical

relatives and online consumer reviews are regarded as more trustworthy than product experts in influencing the purchasing decisions of certain brands through certain ...

recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

瓶装水 - China

“尽管瓶装水被认为适合在外饮用，在家饮用场合有望成为当下几近饱和的市场未来发展的驱动力，这一点在高端瓶装水市场尤为突出。

March 2015

Bottled Water - China

“Despite bottled water being a drink suitable for on-the-go occasions, at-home usage could be the next growth engine for the largely saturated market, in particular when it comes to premium bottled water.

February 2015

植物蛋白饮料 - China

“植物蛋白饮料市场发展日新月异，使其成为饮品市场最具活力的品类之一：新兴品类日益崛起；新品牌大量涌入市场。

植物蛋白饮料市场内部以及软饮料品类间的竞争呈现日益白热化的趋势，这将继续给市场内五大产品细分市场内领先品牌带来压力，继而导致市场进一步碎片化。

然而，竞争带来的压力不大可能消除市场继续蓬勃发展这一趋势。植物蛋白饮料市场有望在短期内继续其节节攀升的增长率而获得新的突破。”

– 张一，高级研究分析师

January 2015

Plant Protein Drinks - China

“Given the stagnant prices of PPDs, the market is increasingly under pressure to premiumise. Brands and operators will certainly benefit from a new PPD market with an expanding premium segment.”

– David Zhang, Senior Drink Analyst