

July 2017

早餐 - China

消费者越来越倾向于在外面吃早餐，方便、性价比高和早餐种类多样的便利店尤其受欢迎。其他售卖早餐的场所可通过提供更多的每日特惠早餐来提高竞争力。同时，消费者习惯于吃中式早餐，外国企业可考虑在流行的西式早餐食品中添加中式养生食材或口味，以提高吸引力。”

餐饮娱乐渠道软饮料饮用趋势 - China

“餐饮娱乐渠道软饮料的核心购买动因是含有多种营养成分。水果和牛奶是受欢迎的饮料成分，所以用水果和牛奶调制的奶昔或将大有市场潜力。与此同时，餐厅和饮料生产商可以运用天然成分调制吸引消费者眼球的饮料。”

— 陈杨之，研究分析师

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Breakfast Foods - China

“Consumers are shifting to out-of-home breakfast venues, especially convenience stores, which offer convenience, value for money and a variety of choices. Other out-of-home breakfast venues can offer more daily specials to improve their competitiveness. At the same time, consumers are sticking to Chinese foods at breakfast, and international players should ...

On-trade Soft Drinks - China

“Multiple healthy ingredients are the essential purchase driver of on-trade soft drinks. Fruit- and milk-based blended smoothie can harness an opportunity as they are the most preferred ingredients. At the same time, restaurants and beverage manufacturers may also want to utilise natural ingredients to create strong sensorial appeal to attract ...