

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.”