

March 2023

孕期营养 - China

“孕产期营养品牌应更加关注计划再要一个孩子的女性的健康需求，以及重视女性在孕前、孕期和产后具体时间段可能出现的不同病症。品牌或可重点考虑两方面——鉴于对疫情的担忧为一些希望怀孕的女性消费者提供缓解压力方面的支持；以及宣传‘分阶段’的营养品组合。”

— 刘文诗，高级研究分析师

January 2023

奶酪 - China

“奶酪市场的增速因消费者对经济前景持保守态度而有所放缓，市场产品也摒弃折扣价格战，导致总销量受挫。未来，市场增长将受益于促进奶酪消费的政策，以及消费者对家庭餐桌场景中出现更多含有奶酪的菜肴的更高认知和接受程度。该市场的机遇在于利用创新形态、替代性零食场景和更多关于奶酪整体天然营养价值（富含钙和维生素）的市场教育活动来吸引消费者。”

— 彭袁君，高级研究分析师

烹饪和烘焙习惯 - China

“健康饮食不断驱动人们采用更健康的烹饪方式，并持续关注清淡饮食和天然性，这意味着空气炸锅等升级厨电和代糖等更健康的调味料将迎来机遇。品牌也应提供适合年轻消费者的烹饪解决方案，帮助其参与烹饪，并在面对不确定性时能展现更强的韧性。”

— 黄梦菲，研究分析师

December 2022

Cheese - China

“The cheese market has shown a slowed growth rate due to consumers’ conservative financial outlook with market offerings moving away from the price war of discounts that discouraged the total sales volume. In the future, the growth will benefit from policies supporting cheese consumption and better awareness and acceptance of ...

酱料、调味料和涂抹酱 - China

Nutrition for Pregnancy - China

“Maternal nutrition companies must focus more on the health demands of women with plans to have more children, as well as address different ailments that may occur at specific times during preconception, pregnancy, and postnatal. Offering support on stress relief for women who wish to conceive in light of fears ...

食用油 - China

“由于消费者越来越在意日常油脂摄入量，食用油品牌或将面临销量停滞的局面。为了维持增长，品牌可以利用MLCT油等低脂食用油，或通过扩大目标群体和利用有效的推广渠道，继续挖掘小众油——尤其是核桃油的市场。”

Cooking and Baking Habits - China

“2022年，由于疫情不时反弹，消费者居家烹饪频率和囤货需求增加，酱料、调味料和涂抹酱市场经历了缓慢但又不失韧性的增长。随着“低/无/减”宣称成为主流，酱油有机会通过营养强化进一步迈向高端化。在复合调味料市场，品牌可凭借新奇风味脱颖而出，并利用“专业”和“正宗”宣称吸引高端消费者。此外，品牌还需在用户友好和可持续环保包装方面加大创新投入。”

– 顾一凡，研究副总监

Cooking Oils - China

“Cooking oil brands would face stagnant consumption due to consumers’ growing awareness of daily fat intake. To sustain growth, brands can capitalise on low-fat cooking oils such as MLCT oils, or keep tapping into niche oil – especially walnut oil – by expanding their target audience and leveraging effective promotional ...

“Healthy eating continues to drive usage of healthier cooking methods and sustained attention to light diet and naturalness, indicating the opportunity for both upgraded cooking appliances such as air fryers and healthier condiments such as sugar substitute. Brands should also help young consumers with adaptive cooking to keep them engaged ...

November 2022

婴幼儿配方奶 - China

“与日俱增的民族自豪感、新冠疫情影响和婴幼儿配方奶新国标可能会让人们更加偏爱国内品牌推出的高端产品，因此国际品牌需要加大力度满足中国婴幼儿的营养需求，并与妈妈们培养情感共鸣和建立密切的关系。”

– 刘文诗，高级研究分析师

Sauces, Seasonings and Spreads - China

“The sauces, seasonings and spreads market has experienced slow but resilient growth in 2022 with the rise of in-home cooking and stockpiling amid the resurgence of COVID-19. As minus claims are becoming mainstream, soy sauces can further premiumise via nutrition fortification. For compound seasonings, brands could differentiate with novel flavours ...

Infant Milk Formula - China

“Rising China pride, the impact of COVID-19 and the new China IMF standards are likely to further improve preference for premium products launched by domestic brands, so international players need to step up their game to meet Chinese babies’ nutritional needs and develop resonance and rapport with moms.”

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