

March 2021

保健品 - China

“健康意识的不断增长以及对医疗保健的积极投入将确保保健品市场的未来增长，尤其是那些在新冠疫情期间受到欢迎的子品类（如益生菌、维生素）。未来增长机遇在于通过互动营销来吸引年轻消费者使用中药药材，使用饮料剂型提升产品功效和口感，以及推出外敷和口服相结合的美容养颜保健品。”

— 刘文诗，研究分析师

February 2021

体重管理的饮食习惯 - China

“体重管理将不断演进，不再简单关于外形的改善。对体重健康的主流消费者而言，体重管理将成为一场与情绪关联紧密的长途之旅。大多数消费者会利用体重管理来保持精力充沛和心情愉悦——这在整体健康中不可或缺。消费者会依赖于科学又容易上手的健身和营养方案，以不断优化体重管理进程。这意味着体重管理食品和饮料凭借在产品配方和消费场合（如时间与地点）上的创新可涉足的范围颇广。”

— 顾菁，品类总监，2020年12月4日

January 2021

Health Supplements - China

“Increasing health awareness and the corresponding investment in proactive healthcare will ensure the future growth of the health supplement market, particularly the subsegments trending in the time of COVID-19 (eg probiotics, vitamins). Future opportunities lie in targeting young consumers with interactive marketing education for TCM ingredients, upgrading products using drinking ...

非处方止痛药和感冒流感药 - China

“新冠疫情带来了暂时的打击，但也提升了消费者的健康意识。随着医药体制改革和新的购买渠道的发展，非处方感冒流感药企业需要依靠剂型创新和营销活动来宣传药效并瞄准年轻消费者，以获得未来增长。”

婴幼儿营养 - China

“虽然出生率持续下滑，但婴幼儿营养市场整体保持稳定增长，这主要得益于配方奶的高端化趋势以及婴幼儿辅食和营养补充剂渗透率不断提高。市场机遇在于针对前沿的配方奶成分进行互动型市场教育，推出多种类型的功能型辅食产品（如将新配方和感官刺激相结合），以及搭乘零食趋势推进营养补充剂的创新。”

— 顾菁，品类总监

December 2020

Diet for Weight Management - China

“Weight management will evolve to be more than simply improving the looks. It will become a long-term emotive journey for the mainstream healthy-weighted consumers. The majority will be managing their weight as an approach to trigger the feelings of being energetic and happy – an indispensable part of holistic wellbeing ...

OTC Analgesics and Cough, Cold and Flu Remedies - China

“COVID-19 caused a temporary setback but also increased consumers’ awareness of keeping healthy. Based on legislative reform and developing new purchase channels, OTC cold and flu medicine companies need to rely on innovation in product format and marketing activities to convey functionality and target young consumers to achieve future growth ...

November 2020

Nutrition Knowledge - China

“While consumers’ demand for healthy eating remains high, their nutrition knowledge is also increasing. To further help consumers learn nutrition knowledge efficiently, brands could visualise their products’ key-featured ingredients via front-of-pack design. Other opportunities lie in creating more types of “better-for-you” food and drinks (eg low sodium options), balancing taste ...

Baby Nutrition - China

“Although continuing to face a declining birth rate, the total baby nutrition market still maintains steady growth, mostly driven by premiumisation in IMF as well as increasing penetration of baby supplementary foods and baby health supplements. Opportunities lie in interactive marketing education for cutting-edge IMF formulae, category expansion to offer ...

营养认知 - China

“随着消费者对健康饮食的需求增加，他们的营养认知也在增强。为了进一步帮助消费者有效地学习营养知识，品牌可在包装正面直观地展现产品的主要特征成分。其他机会包括推出更多种类的健康食品和饮料（例如低钠的选择），平衡纵享品类的口味、价格和营养（例如低价、小包装），以及提升特殊饮食理念的时尚度、口味和健康功能。此外，消费者将更依赖个性化的营养解决方案来实现其健康饮食目标（例如将生化检测与健康饮食计划相结合）。相关服务提供商可挖掘这一领域的机会在未来的市场中蓬勃发展。”

— 刘文诗，研究分析师，2020年10月23日