

April 2017

饼干 - China

“消费者食用饼干的主要原因是放纵味蕾、纵享美味,而中国消费者眼中的享受型饼干并不是厚重甜腻的,而应该是酥脆清爽、口味和质地有丰富的层次感,以及适合搭配饮料一起吃。”

— 杨晴,高级研究分析师

March 2017

Biscuits, Cookies and Crackers - China

“Indulgence has been a main driver of biscuit consumption. Rather than a piece of heavy and intensively sweet biscuit, Chinese consumers define indulgence as lighter bites that are crispy, with multiple flavour and texture experiences, and are suitable to pair with their drinks.”

方便面 - China

“人口特征的变化正在改变着方便面主要消费群体的构成。方便面类别因此面临着巨大挑战。生产商应采取行动,回应消费者需求的升级,以维持竞争力。企业采取多品牌战略和明确的品牌定位,有助于精确定位目标客户,提升消费者对品牌的忠诚度。”

February 2017

零食消费趋势 - China

“消费者对高蛋白零食的浓厚兴趣使肉类零食在去年成为全球零食市场上的新宠。几百年来,肉类零食都是中国传统零食的一部分,但很少被定位为高蛋白零食。厂商和品牌可能有机会利用蛋白含量和食用方便的特征来重新定位这一深受市场欢迎但仍缺乏创新的零食品类。”

Instant Noodles - China

“The instant noodle category is facing great challenges as demographic changes are reshaping the main consumer group of the category. Manufacturers should take action and respond to consumers' upgraded needs to stay competitive. A multi-brand strategy and clear positioning will enable more precise targeting and strengthen brand loyalty.”

— ...

January 2017

Consumer Snacking Trends - China

“Globally, meat-based snacks have moved into the spotlight in the last year owing to consumers' high interests in protein-rich snacks. The category has been a part of traditional Chinese snacks for centuries but has rarely been positioned as a high-protein snack. Featuring its protein level and making them more convenient ...