

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

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 ...

保健品 - China

“未来5年，保健品市场增长预计将略微放缓，原因是消费者对功能性食品和保健品的概念模糊。品牌需要回过头来聚焦市场教育，引导消费者找到真正的保健品。品牌也需注意，市场日益需要更受消费者信赖的古代科学理念和更易服用的闪释片剂型。”

——刘文诗，高级研究分析师

December 2022

Health Supplements - China

“Health supplements are forecast to have slightly slower growth in the next five years due to consumers' unclear knowledge between functional food and supplements. Brands will need to take a step back and focus on market education to guide consumers to find true supplement products. Brands will also need to ...

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

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.”

— ...

健身人士 - China

The Fitness Consumer - China

Health and Wellbeing - China

“居家健身并不是健身房训练的延伸。在家锻炼与在家听音乐、看综艺等较为放松悠闲的典型休闲娱乐活动没有什么不同。居家健身门槛较低，可鼓励更多人养成运动习惯。然而，居家健身还不是健身消费主要的驱动力。相比功能性价值，可以充当社交货币的产品、服务或活动更能催化购买意愿。”

— 顾菁，品类总监

“Home fitness is not an extension of gym training. Doing exercise at home is nothing different from the typical relaxing, chilled and entertaining leisure activities at home, such as listening to music and watching variety shows. Home fitness encourages more people to pick up the exercising habit given that it ...