

**January 2022****Beer - China**

“Rejuvenation and premiumisation have been the growth engines and development directions of beer brands. To differentiate products from the competition, brands need to target the increasingly segmented demands of different consumer groups, with more purist beer launches for males and more imaginative flavour innovation for females. Building a distinctive brand ...

**November 2021****宠物食品 - China**

[graphic: ]

**October 2021****Infant Milk Formula - China**

“Although the decline of new births is hard to reverse, IMF brands still have chances to secure revenue with premium product innovations in the growing-up milk formula sector in particular, with a focus on upgraded nutrition compositions targeting specific health functions such as gut-friendliness, body development and sleep benefits. "Personalised ...

**Pet Food - China**

“People’s willingness to own pets in the post-COVID-19 period is increasing, especially among younger and older generations, stimulating a boom in the pet food market. There has been a surge in new starter pet owners asking for easy-to-follow and professional guidance, while experienced pet owners are seeking more refined feeding ...

**June 2021****方便食品 - China**

“方便面不再是为了充饥万不得已的选择。技术进步带来的产品升级帮助方便面摆脱没有营养的负面形象，并清除消费障碍。拥有全新形象的方便食品将在便利的基础上更好地满足消费者更多元的饮食需求，并且成为餐饮品牌提供“无界餐饮”的理想形式。”

— 鲁睿勋，研究分析师