

February 2021

奶酪 - China

“奶酪市场尽管基数较小，但将继续其增长轨迹，成为增长最快的乳制品品类。品牌可扩展奶酪的产品形式，将其置于更广的零食品类竞争之中，更加瞄准成人消费者，而不是仅仅注重其营养价值。与餐饮渠道的餐厅合作可以向非奶酪消费者推广新的食用方式，培养更强的烹饪和烘焙习惯。”

— 蒋安妮，研究分析师，食品与饮料

烹饪和烘焙习惯 - China

“新冠疫情导致人们从外出用餐转变为居家烹饪和烘焙。大多数过去不负责做饭的18-24岁年轻消费者也步入厨房，并在后新冠疫情时代保持了烹饪习惯。预制菜和复合调味料包可瞄准这些更加被便利驱动的新兴烹饪人群。健康饮食越来越重要，这也指明了推出更有益健康的酱料和调味料的市场机会，以帮助消费者更健康地烹饪和饮食。此外，随着许多消费者把烹饪和烘焙当做家庭或休闲活动，营销烹饪产品和厨房电器时，乐趣和愉悦的体验值得特别关注。”

— 鲁睿勋，研究分析师

January 2021

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。”

酸奶 - China

“今年酸奶市场的增速有所放缓，但2021年很可能再度回升并迎来高个位数增长。新冠疫情促进了消费者对酸奶的需求，因为他们寻求更好的免疫力。常温酸奶的增速仍然跑赢冷藏酸奶，因为常温酸奶更容易买到，并且在低线城市和农村地区的渗透率更高。冷藏酸奶很可能会经历小幅增长。在市场方面，冻干技术和渠道协同将带来新机遇。同时，新颖的口味和质地以及具备特定具体功能的酸

外卖咖啡 - China

“新冠疫情巩固了零售咖啡产品的市场地位，给现制咖啡带来了强劲的竞争压力。但是，当今消费者越来越追求风味出众的优质咖啡，因此咖啡品牌有机会为他们提供口感浓郁、风味新奇、形态多样以及含有功能性成分的咖啡饮品。此外，品牌巨头不断创新，一方面在更多场合为消费者提供便携咖啡选择，另一方面不断优化堂食咖啡体验。”

— 俞文，研究分析师

Cheese - China

“The cheese market will continue its growth trajectory as the fastest growing dairy category, albeit from a smaller base. Brands can expand the formats of cheese to place it in competition with the broadening snack category and target more adult consumers, rather than focusing purely on its nutritional value. Collaborations ...

奶也在刺激该品类的消费者需求。”

— 彭袁君，研究分析师

December 2020

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 ...

Cooking and Baking Habits - China

“The COVID-19 outbreak has resulted in the shift from dining out to cooking and baking at home. Most young consumers aged 18-24, who used to bear less cooking responsibility, have stepped into the kitchen and kept their cooking habits in the post-COVID-19 period. Ready-to-cook products and compound seasoning packs could ...

Yogurt - China

“The growth rate of the yogurt market slowed down this year but will likely pick up at a high single-digit level again in 2021. The outbreak has driven consumer demand for yogurt as consumers seek better immunity. Ambient yogurt will still grow faster than chilled yogurt because of easier accessibility ...

On-premise Coffee Consumption - China

“The COVID-19 outbreak shored up retail coffee products’ position in the market, posing competition for fresh coffee. However, the fact that consumers are becoming quality- and taste-driven gives players an opportunity to serve coffee drinks with rich mouth-feel, innovative flavours, formats and functional ingredients. Additionally, dominant players can innovate around ...

November 2020

宠物食品 - China

“宠物主人在选择宠物食品方面变得更为成熟且更有经验，因为他们在做出购买决定前会主动搜寻信息。他们对食品安全的担忧和对营养的关注表明，品牌不仅应强化营养，还应提供透明的产品信息。随着人们对待宠物的态度不断转变，将其视为家人和朋友，对功能的关注将有助于提升宠物的全方位健康。此外，人们对人宠关系的重视也表明，提升食用体验是宠物食品值得关注的创新途径。”

— 鲁睿勋，研究分析师

October 2020

Pet Foods - China

“Pet owners are becoming knowledgeable and sophisticated in selecting pet food, as they will

预加工食品 - China

proactively seek information before making purchase decisions. Their concern around food safety and attention to nutrition suggest brands should not only fortify nutrition but also provide transparent information. With the evolving attitudes of treating pets as ...

“新冠疫情改变了消费者的用餐习惯，消费者从外出用餐向居家烹饪的转变，为预加工食品创造了市场机遇。随着对便捷定义的不断改变，品牌既要迎合消费者对更大便利性的追求，也要满足他们对营养和风味的更高需求。随着在家做饭的消费者越来越多，定制化产品可帮助品牌更好地满足其多元化的需求。同时，拥抱新零售和外卖渠道也是品牌为消费者提供更大便捷的另一途径。”

— 鲁睿勋，研究分析师

August 2020

Ready Meals - China

“Consumers’ changing dining habits from eating out to cooking at home due to COVID-19 bring market opportunities for ready meals. With the evolving definition of convenience, brands should satisfy consumers’ desire for elevated convenience without compromising their upgraded requirements for nutrition and flavour. Customised products could help brands better serve ...

April 2020

方便食品 - China

“由于线上渠道的扩张，方便食品触及到更多消费者，消费者不再满足于一个便利的替餐，并且已开始寻求营养和质量方面的因素。消费者将期盼方便食品越来越像新鲜现做食品。未来的产品创新将需要更主动为消费者在健康益处、风味选择、产品安全性、原料质量和生产技术上提供额外的价值和功能性。”

- 蒋安妮，食品和饮料研究分析师

March 2020

Instant Foods - China

“As instant foods reach more consumers with the expansion of online channels, consumers are no longer satisfied with just a convenient solution and have started looking for factors regarding nutrition and quality. Consumers will expect instant foods to evolve towards becoming more like freshly made meals. Product innovation in the ...