

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 ...

节庆食品 - China

“象征意义维持了传统节庆食品在礼品市场中的主导地位。传统节庆食品品牌为增强在市场中的地位，正积极利用国潮复兴之势，并在产品口味、成分和包装创新上不断进行尝试。跨品类合作助力品牌在同质化的市场中提升品牌知名度。此外，除了定位传统节日，品牌还可进一步涉足西方节日。”

- 吴珍妮，研究分析师

February 2020

Festive Foods - China

“Symbolic meaning helps maintain traditional festive foods' mainstream position in gifting. To strengthen their presence, traditional festive food brands are actively capitalizing on the revival of Chinese heritage and also are taking tentative steps in terms of their flavour, ingredients and packaging innovation. Cross-category cooperation helps increase brands visibility in ...

零食消费趋势 - China

“随着消费目的的多样化，品牌应抓住机会，更好地满足消费者特定且细分化的需求。有孩子的消费者对零食的营养价值要求更高，品牌可以通过在为儿童设计的零食中添加营养成分来满足他们的需求。零食社交的兴起也表明品牌可利用社交属性来升级产品。”

- 鲁睿勋，研究分析师

January 2020

Consumer Snacking Trends - China

“As the purposes for snacking diversify, brands should seize the opportunity to better serve consumers' special and fragmented demand. Higher requirements towards nutrition from snacks among consumers with kids demonstrate opportunities to use nutritious ingredients



Food - China

in snacks designed for children. The rise of social snacking also suggests snack brands can ...