

February 2019

55岁以上人群的饮食习惯 - China

“中国老龄人口的增长给企业带来大量创新的高质量食品和饮料方面的商机，帮助积极寻求措施提升健康状况的老年人打造营养均衡的膳食。在不远的未来，针对健康问题打造的，在数字平台渠道销售的产品可以帮助品牌和公司接触到更多受众。”

— 徐文馨，高级研究分析师，食品和饮料

Alcoholic Drinks Review - UK

“Drinks makers are continuing to cater to consumers moderating their alcohol intake through a raft of low/no-alcohol versions, ensuring that they can keep buying into the market even as they seek to curb their drinking.

“Related to this desire to drink less, some consumers are looking to choose higher-quality ...

Attitudes toward Gaming - Canada

“Video games represent an exciting part of the technology industry. Not only are they fun to play, but they have evolved exponentially in both technological capabilities as well as market appeal. Today, the majority of Canadian adults are playing video games – whether it’s on a dedicated console, a personal ...

Attitudes towards Healthy Eating - UK

“Gut health is widely seen as essential for overall health, however, few people have knowingly eaten foods which support gut health. This points to a lack of awareness of which foods provide this benefit. Products with EFSA-approved claims in this area should therefore look to flag this up clearly on-pack ...

Beauty Influencers - US

“The power of beauty influencer marketing continues to grow, with women flocking to social media for tutorials

Accounting and Financial Management - UK

“Ongoing uncertainties surrounding Brexit will continue to impact business and investor confidence, with many companies delaying decisions while they wait for greater economic clarity. These factors are a cause for concern in the accounting and financial management industry as a potential slowdown in business investment and UK economic growth would ...

Arts and Crafts Consumer - Canada

“The majority (58%) of Canadians participated in making at least one type of arts/craft activity in 2018. Although engagement is likely more sporadic for most, the process of making arts and crafts meets a number of wellness benefits for consumers including relaxation and bonding with family or friends. Younger ...

Attitudes towards Emerging Tech - China

“Emerging technologies are no longer unfamiliar to consumers with the development of online information channels and e-commerce. Consumers’ interests have expanded from mature products like wireless earphones to emerging technologies like VR, AR and AI. Besides the basic requirement of efficiency improvement, consumers also seek the emotional satisfaction of being ...

Attitudes towards Home Delivery and Takeaway - UK

“Gone are the days when consumers ‘just accept what they are given’. They’re finding their voice to ask for exactly what they want. Personalisation and customisation is now a prerequisite for many ordering home delivery/takeaway food.”

— Zameira Hersi, Leisure Analyst

Biscoitos Doces e Salgados - Brazil

“O acordo firmado em 2018 entre a indústria e o Ministério da Saúde para a redução da quantidade de

and product reviews. Most women follow beauty influencers to learn more about trends, and the use of influencers can shorten the learning curve while minimizing the risk often associated with buying beauty products ...

Biscuits, Crackers and Cookies - China

"Even though consumers are still craving indulgence, traditional biscuits can no longer meet the needs of new generations of consumers. In a highly competitive market with high product homogeneity, biscuits producers that can provide innovative formulations while considering biscuits' healthiness and freshness could satisfy consumer needs."

– Bella Li ...

Children's Clothing - US

"Although future growth faces some challenges due to declining birth rates, the market is steady. Retailers need to find ways to evolve the meaning of value and convenience for parents, especially as they do more shopping online. Further, looking to existing shoppers to drive incremental sales will be important for ...

Christmas Gift Buying - UK

"It was not a great Christmas, but it was not the disaster that some early reports suggested either. Demand slowed in the final quarter and some sales were pulled forward to November by early discounting. It's an immensely challenging time for retailers, but whether they trade online, in stores or ...

Consumers and the Economic Outlook - UK

"Concern over the impact of Brexit is more severe than at any other time since Mintel stated tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May's withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

Crackers - US

açúcar dos produtos da categoria e a possibilidade de inclusão de alertas frontais na rotulagem dos produtos indicando a presença de substância com potencial nocivo à saúde, como açúcar, sódio e ...

Black Consumers' Snacking Preferences - US

"Black consumers strive to maintain or improve their health through diet, and their snack preferences are no exception. Buying healthy snacks for the home is the goal, but taste is equally important, especially when this consumer eats snacks in the moment to temporarily reset their mood to their happy place ...

Chocolate and Non-Chocolate Confectionery - Canada

"Canadians have a sweet tooth. They show a love for chocolate and for non-chocolate candy by virtue of the sheer number of Canadians who claim they turn to these categories. While Canadians may like what's familiar to them, there is also a notable portion that cite interest in options that ...

Commercial Banking and Finance - UK

"With regulation and new entrants disrupting the commercial banking sector, mainstream banks must decide the role they want to play heading forward. Banking players that succeed will put the retention of their client interface and providing higher levels of client value through customised and tailored services at the top of ...

Cookies and Crackers - Brazil

"The agreement signed between the food and drinks industries and the Ministry of Health aimed at reducing sugar levels of products, as well as the necessity to include warnings on packages about the use of potentially harmful substances, such as sugar, sodium, and saturated fats are impacting the sector, as ...

Cruises - UK

"Cracker sales have remained relatively flat hovering near \$7.7 billion since 2016. While the category's versatility and consumer interest in snacking have helped maintain nearly universal penetration, intensified snacking competition has stolen some share of occasions from brands in the category, especially with adult consumers. While families and kids ...

Eating Out Trends - Brazil

"There has been an increase in consumer spending on eating out in Brazil in recent years. However, the unfavorable economic scenario, the high prices, the expansion of delivery services, and the consumers' health concerns impose some challenges. The market has become more competitive, with a special focus on promotions, healthy ...

Electrical Goods Retailing - Europe

"There appear to be too many electrical retailers and this report paints a picture of the sector slowly coming to terms with the degree of rationalisation necessary. This year Amazon has moved up into top place in Europe, highlighting the problems of the store-based market leaders, Ceconomy (MediaMarkt Saturn ...

Electrical Goods Retailing - Germany

"Online retailers continued to gain share and retailers such as Amazon have used promotional periods (Prime Day and Black Friday) to put increased pressure on the store-based retailers. MediaMarkt Saturn, the market leader, has seen its market share fall, but we think that the pressure is greatest on the ...

Electrical Goods Retailing - Spain

"Although the business environment in terms of the Spanish economy has been much improved in the past five years, specialist store-based electrical retailers have continued to lose market share to the online channel, especially Amazon. If they are going to make their stores work effectively for them, they must seek ...

Ethnic Restaurants and Takeaways - UK

"High street travel agents play an important role in the decision-making process of cruise holidays. As cruises are set to become a more valuable part of the wider holidays market, opportunities arise for travel agents to claim their position of being 'cruise specialists'".

– Marloes de Vries, Travel Analyst

Eco and Ethical Lifestyles - Ireland

"Recent press headlines such as floating plastic islands in the ocean have thrust ethical and environmental issues into the spotlight. Although Irish consumers are increasingly interested in the idea of being more 'ethical', many are struggling in practice, offering an opportunity for brands to connect with consumers' passions and lend ...

Electrical Goods Retailing - France

"Electricals retailing in France is challenging due to the growth of online retailing and downward price pressures from the intense competition. Fnac Darty is the market leader, itself the result of a merger in 2016, and we are seeing several partnerships and alliances as specialists and non-specialists seek to shore ...

Electrical Goods Retailing - Italy

"Our consumer research shows opportunities for retailers to make their stores more customer-friendly and experiential, becoming somewhere where they are advised on and introduced to the technology they want. Increasing the spotlight on customers could also help to shift buyers' focus away from being so much on price and allow ...

Electrical Goods Retailing - UK

"Spending on electricals was strong in 2018. However increasingly this demand is falling outside of the specialist sector with online-only retailers, notably Amazon, the main benefactors. The short-term future for demand in the sector is uncertain, and we expect growth to slow in the coming years putting further pressure on ...

European Retail Briefing - Europe

"With many consumers continuing to take a cautious attitude towards spending, it comes as little surprise that there are high expectations on ethnic venues to justify their value by offering something tangibly different, including dishes deemed too complex to make at home or ones which focus on highly skilled cooking ...

Families and Technology - US

"Mobile devices and digital platforms have significantly impacted the lives of kids, teens, and parents. Parents are divided on whether this impact is a good thing. They worry about people who may present a threat to their kids online and take varying measures to monitor and control their kids' tech ...

Fast Casual Restaurants - US

"The fast casual restaurant segment continues to experience steady sales growth fueled by diners' interest in high-quality ingredients and better-for-you menu options in an accessible format. However, as restaurant segments blur with full service restaurants offering more convenient ordering options and fast food restaurants offering more premium ingredients, fast casuals ...

Green, Ethical and Socially Responsible Finance - UK

"For ethical and socially responsible financial services products to continue to grow, providers need to keep a firm eye on traditional competitive pressures. Consumers are generally keen to make a positive social impact with their money, but most are unwilling to do so if it comes at a personal cost ...

Hair Colourants and Styling Products - China

"While international brands still dominate, local brands have started to emerge and gain attention through online platforms. Consumers' demand for safety and health has given rise to competition based on education around natural ingredients. Temporary hair beauty products should leverage trends in the colour cosmetics market, both in terms of ...

Health and Fitness Clubs - US

This month's European Retail Briefing includes:

Family Vacations - Canada

"Canadians are inclined towards leisure travel, with the majority having taken an overnight leisure trip in the past two years. In this same period, a quarter of consumers had gone on a leisure trip with their children under the age of 18 and most went with their spouse/common-law partner ...

Full Service Restaurants - US

"The massive and influential FSR (full service restaurant) segment demonstrates moderate sales growth overall, though it's losing slight share year-over-year to the limited service sector and other growing threats, such as retail prepared foods. Within this segment, casual dining and midscale chains are seeing the greatest challenges when it comes ...

Hair & Skincare Products - Ireland

"Increasing concern with the environment among Irish consumers will help to shape the hair and skincare market moving forward, with greater demands for products that offer more environmentally friendly options, and if consumers are willing to pay for this, it could help reverse the decline in value sales for soaps ...

Haircare - China

"The haircare category in China, though becoming more saturated in terms of penetration, has maintained steady growth in recent years, mainly driven by strong new product launch activities that keep consumers engaged and drive trading up. While consumers' top hair concerns and needs remain unchanged, eg anti-dandruff, there is a ...

Hispanics' Snacking Preferences - US

"Both revenue and memberships in the health and fitness club industry continue on a steady incline. A shift in recent years shows that memberships are increasing at a faster rate than number of clubs. Working out at home and enhanced home fitness equipment are obstacles for the market. Opportunities include ...

Hobbies and Interests - UK

"Increasing awareness of the health and wellbeing benefits of taking part in hobbies and interests is set to be the next big driver of market growth."

– **David Walmsley, Senior Leisure Analyst**

Household Paper Products - UK

"While there appear to be opportunities for further growth within the kitchen roll segment, there is still a prevailing attitude among consumers that it is an area on which they can cut spend. It is not that consumers do not see a difference between expensive and budget products, but that ...

Impact of Private Label in the Online Food and Drink Market - US

"Private label share of food and beverage sales at traditional store-based retailers has made solid gains in the past couple of years, driven by retailers' efforts to strengthen their store brands, but hasn't moved dramatically over the past five. The continued shift to more online grocery shopping, however, has the ...

Internet Influencers - US

"Influencers can bring authenticity to brand communications. While consumers who follow influencers may know when they are being sold to, they still value the entertaining and honest depictions of real life that are projected online. Influencer marketing will continue to evolve as user-generated content becomes more and more important to ...

"For most categories, Hispanic households' consumption of snacks is higher among English-dominant Hispanics. Engaging with Spanish-dominant Hispanics to increase consumption would drastically increase Hispanics' contribution to the snacks market. Brand efforts in this regard need to promote not only the brand but the category as well. Based on changes in ...

Holiday Activities and Experiences Abroad - UK

"There are big opportunities for brands to deliver online mobile content and booking platforms, connecting travellers to experiences at destinations, both in terms of the 'mass market' and more selectively curated types of activity targeted at specific groups of travellers."

– **John Worthington, Senior Analyst**

Hybrid and Electric Cars - US

"Financial and environmental considerations are top concerns for Americans buying new cars. AEVs (alternative energy vehicles) have been heavily promoted by auto manufacturers and governments as a positive solution. Despite these efforts, hybrid and electric cars remain a niche market and represent just a small fraction of total vehicle sales ...

In-store Bakeries - US

"Sales for in-store bakeries continue to grow steadily, reaching nearly \$13 billion in 2018 and expected to hit \$14.5 billion by 2023. Amid such growth, there is still potential to expand further, as penetration among consumers is somewhat low (just over 50%). Key for the category will be expanding ...

IT Services - UK

"IT developments are relentlessly progressing, and the speed of change continues to gather pace. This is boosting the IT services market, while customer investment hesitancy with the economic uncertainties created by Brexit is further encouraging the adoption of flexible pay as you go costing models for both hardware and ...

Laptops, Desktops and Tablets - US

"In recent years the once-flourishing market for laptops, desktops, and tablets has settled into a pattern of decline. With consumers increasingly using smartphones for communications and entertainment, much of the tech industry's investment, interest, and innovation has gone to that sector, while consumers are often content to rely on older ...

Marketing to Generation X - UK

"Too often overlooked and consequently too often underserved, Generation X presents a golden opportunity for brands that can welcome them in from the wilderness. Being pulled in all directions can create a build-up of different pressures that brands can help to alleviate, starting by motivating them with advertising that goes ...

National Newspapers - UK

"Audio media is becoming an increasingly important aspect of newspapers' digital offerings. Capitalising on the possibilities of voice activation is more complex than creating other audio news content, such as podcasts, but high consumer interest indicates investment will be worthwhile."

– **Rebecca McGrath, Senior Media Analyst**

Over-55s' Eating Habits - China

"The growing senior segment in China has opened up tremendous opportunities for companies to bring innovative, quality foods and drinks that could help seniors who are actively seeking solutions to improve their health conditions build nutritious and balanced diets. Products developed for health complications and channelled through digital platforms could ...

Potato and Tortilla Chips - US

"The potato and tortilla chip market continued to enjoy steady growth even as the market place grows competitive. Consumers exhibit a tendency to stick to familiar brands and tastes and to see chips as an indulgence which may be a challenge to market expansion. Opportunities lie in flavor, functionality, and ...

Marketing to Chinese Tourists - China

"Shopping cannot strongly motivate consumers to visit an outbound destination. Travel service providers can leverage cultural discovery, local experience, food and amusement parks to attract Chinese consumers."

– **Saskia Zhao, Research Analyst**

Mobile Network Providers - UK

"People are increasingly favouring cheaper, more flexible SIM-only plans and are becoming more data-reliant. Therefore 5G could have a significant impact on mobile viewing habits as consumers get access to instant video streaming and downloading. Network providers will need to cater to bigger data allowances, although 5G is also likely ...

Optical Goods Retailing - UK

"The takeover of Tesco Opticians by Vision Express at the end of 2017 marks a major change, injecting a 'big 3' opticians' brand into more than 200 supermarket sites. In 2019 Asda's own opticians' operation is likely to gain from the proposed merger of Asda with Sainsbury's creating stiff competition ...

Pasta, Rice and Noodles - UK

"Tapping into their image as value for money meal options, and giving shoppers more recipe ideas for recreating popular dishes tried in restaurants at home offer high-potential routes for encouraging more frequent usage of pasta, rice and noodles. A greater focus on nutritional claims, such as promoting fibre and protein ...

Scandinavia Outbound - International

"Scandinavia's outbound travel market has made mixed progress in recent years, reflecting its mature status. Sweden is the largest market in terms of outbound trips, although only slightly ahead of Norway and Denmark. Outbound travel is common and affordable among Scandinavians, but fluctuations in economic performance can impact demand." ...

Security Equipment, Access Control and CCTV - UK

"Growth accelerated in the security equipment market in 2018 as operators overcame Brexit headwinds for a third consecutive year. The combination of policing pressures and the rising cost of crime have seen the burden of security increasingly taken on by the individual. Stifled confidence in the state also continues to ...

Snack, Nutrition and Performance Bars - US

"Consumer interest in convenient food options and an effort to adopt healthier lifestyles have supported category growth. While the likely continuation of these trends is an advantage to bar players, the subsequent growth in other food and drink categories stepping in to meet these needs presents a challenge. Year-over-year gains ...

Soap, Bath and Shower Products - US

"The soap, bath, and shower products market continues to experience slow, yet steady growth, benefiting from strong liquid body wash sales that are compensating for struggles in the bar soap segment. Market growth can also be partially attributed to the inclusion of premium and therapeutic benefits found in liquid body ...

Still and Sparkling Water - US

"Consumer interest in health and wellness paired with innovation occurring in the water market is pushing sales of packaged water to new highs. Sales of packaged water are projected to reach \$24.4 billion by 2023, driven by increases from all water segments, especially the fast-growing sparkling segment. Consumer interest ...

SUVs - China

"尽管SUV销量下滑，但2018年SUV的拥有率迅猛提升，比2017年提高了超过10个百分点。消费者仍有很大兴趣购买SUV，尤其是中型/全尺寸SUV。"

Shopping for the Home at Christmas - UK

"It was a challenging Christmas, but household goods retailers bucked the trend and performed well following robust growth throughout the year. Consumers may be worried about 2019, but it's still important to put on a good Christmas so savvy shopping, cutting back in some areas to indulge in others, is ...

Soap, Bath and Shower Products - UK

"Although the soap, bath and shower category is under some pressure, there are plenty of bright spots that point the way towards future growth. The success of Baylis & Harding in convincing consumers to upgrade to a more premium product shows that products can still benefit from creating differentiation in ...

Social Commerce - China

"2018 was a banner year for social commerce with the public listing of headline-grabbers Pinduoduo and Mogujie. Major players continue to seek expansion of categories, distribution as well as promotion formats. Consumers on the other hand show great enthusiasm in engaging in all sorts of activities through social commerce platforms ...

SUVs - China

"Despite declined sales of SUVs, the ownership of SUVs surged more than ten percentage points over 2017 to 2018. Consumer interest in buying SUVs, especially mid/full-size SUVs, remains strong."

Technology Habits of Generation X - UK

"Generation X grew up without access to many of the devices commonly found today, but they did live through a revolution of technology that included home console gaming, the mobile phone, and the internet. They represent a group that is technologically engaged,

owning smartphones and laptops and regularly accessing social ...

Tendências em Comer Fora - Brazil

“Apesar do crescimento percentual nos gastos das famílias brasileiras com alimentação fora de casa nos últimos anos, o cenário econômico desfavorável, a alta de preços, a ampliação dos serviços de entrega e a preocupação com a saúde tornam o mercado cada vez mais competitivo e centrado especialmente em promoções, saudabilidade ...

The Business Traveler - US

“Projected to reach over \$300 billion in 2018, the business travel market is robust, and continues to grow just as the largest generation, Millennials, become the plurality generation in the workforce. As such, not only are issues such as efficiency and convenience important to business travelers, but Millennial sensibilities should ...

The Italian Hotel Sector - International

“It is surprising that in a major hospitality and tourism market such as Italy, larger domestically controlled hotel groups have not emerged, especially given the inherent advantages of domestic operators in the country. There are 65 projects for upmarket hotels, with 9,612 rooms in the active pipeline in Italy ...

Travel and Tourism - Indonesia

“Tourism development has – as illustrated by ambitious international arrivals targets – been identified as an economic priority by the Widodo government, with responsibility for this falling to the Ministry of Tourism. Its key objectives include developing and disseminating a strong and positive Indonesia brand, raising the profile of Indonesia ...

Travel and Tourism - Malaysia

The Banking Experience - US

“While the total number of banks and credit unions has been declining, the number of accounts, credit union memberships, and overall deposits continues to steadily rise. The majority of consumers are satisfied with their banking institutions, and while the future of banking will be a primarily digital experience, most individuals ...

The Generation X BPC Consumer - UK

“The industry’s focus on anti-ageing messaging towards anyone over the age of 40 has left Generation X feeling misunderstood. Ageing is still considered a future problem for many of these consumers, while their more pressing needs for convenience and personalised options are ignored. Mass brands retain the trust of Generation ...

The Role of Packaging in an Online Marketplace - US

“The role of packaging in the online shopping channel is becoming a core focus for brands and retailers as consumers shift more of their spending online. Packaging concerns tend to fall into one of three areas – packaging integrity, environmental impact, and appearance. Roughly one third of online shoppers think ...

Travel and Tourism - Lao People's Democratic Republic

“Geographically positioned at the crossroads of ancient civilisations, Laos combines rich indigenous cultures with culinary, religious and historic influences from across Asia, but is confronting diverse tourism development challenges as the competition intensifies among South East Asian nations to attract more visitors from home and abroad.”

- Jessica Kelly, Senior ...

Travel and Tourism - Maldives

“Malaysia offers visitors good value for money and its tourism sector is considered to be among the most competitive in the world. The World Economic Forum [WEF] in its Travel & Tourism Competitiveness Index 2017, ranked Malaysia 26th on a list of 136 nations – putting it ahead of destinations ...

Travel and Tourism - Singapore

“Ranked among the top three destinations in Asia by the WEF’s 2017 Tourism Competitiveness Report, Singapore is one of the most attractive destinations in the region due to its state-of-the-art infrastructure, low crime rates, cultural diversity and the abundance of luxury market options. As tourism receipts hit a record high ...

Travel Insurance - UK

“Travel insurance providers operate in a tough environment, with strong price competition, rising claims costs and uncertainty over Brexit dampening demand for overseas travel. Maintaining profit margins is a priority for many suppliers, but remains challenging.”

– Sarah Hitchcock, Senior Finance Analyst

UK Retail Briefing - UK

This month's UK Retail briefing includes:

对新兴科技的态度 - China

“随着线上信息渠道和电商的发展，新兴科技对消费者来说已不再陌生。消费者的兴趣从无线耳机等成熟产品拓展到了VR、AR和AI等新兴科技。除了提升效率的基础要求，消费者也希望通过科技产品体现自己的新潮和与众不同，从而得到心理满足。”

社交电商 - China

“2018年对社交电商是光辉成功的一年，频频登上头条的拼多多和蘑菇街成功上市。主要企业继续寻求品类、渠道

“A unique and award-winning watery paradise in South Asia, Maldives is a tourism success story, with potential for further development. The new government has announced a structural approach to tourism, aiming to protect the country’s delicate ecosystem and create a tourism more inclusive of the island’s people.”

– Jessica ...

Travel and Tourism - Sri Lanka

“Sri Lanka lies along the ‘maritime silk road’, creating potential for it to become a hub for commerce and tourism in the Indian Ocean region. Tourism arrival volume continues to break records every year, bringing with it foreign-exchange earnings essential to the country’s economic health. With the government’s goal of ...

UK Car Review - UK

“Falling new car sales since 2017 illustrate the difficulties that currently face the car sector with the impending departure from the EU in March 2019 not expected to improve prospects in the short-term. With the market suffering from depressed sales, car manufacturers increasingly need to focus on meeting consumer demands ...

Whiskey and Dark Rum - Ireland

“Providing a wide range of different whiskey flavour profiles and expert information sessions during whiskey and dark rum tasting experiences will not only enable pubs and bars to deliver a more immersive experience to consumers interested in learning more about these complex products, but also help them to attract more ...

洗发护发产品 - China

“要区别于发膜等其他头发护理产品，免洗护发精油不能局限于修复功能。免洗护发精油可以利用其使用方便快捷的优势，来扩展使用场合，宣传更多高阶功效，比如在外出时维持头发造型和紫外线防护。”

造型和染发用品 - China

“国际品牌仍占主导，但本土品牌开始通过线上平台兴起并获得关注。消费者追求产品的安全和健康，因此品牌纷

以及促销形式的扩张。另一方面，消费者对在社交电商平台参与各种活动表现出极大热情。消费者乐享便宜的价格、全面的产品信息以及亲人朋友的推荐，而个人卖家或分销商也因自己的线上事业获得成就归属感和认可。与此同时，男性和年长消费者的购物欲已通过社交裂变、短视频、直播和其他精彩新颖的媒体得以挖掘，这些消费者被传统电商经营者忽略已久。”

— 吴丝，研究分析师

针对中国游客的营销 - China

“购物无法大力激发消费者出国旅游。旅游服务供应商可以利用文化探索、当地体验、食物和游乐园来吸引中国消费者。”

— 赵凌波，研究分析师

纷加码对天然成分市场教育的竞争。无论是在产品形态还是使用目的方面，一次性美发产品都应搭乘美妆市场的趋势。”

饼干 - China

“虽然消费者仍追求纵享体验，但传统饼干已不能满足新一代消费者的需求。饼干市场竞争激烈且产品同质化严重，生产商可创新饼干成分，并注重饼干的健康和新鲜，以满足消费者的需求。”

— 李润阳，研究分析师