

April 2018

乳制品消费趋势 - China

“乳制品市场整体稳健增长，其中不同品类表现各异。奶酪和酸奶品类的市场表现良好，而牛奶、冰淇淋和黄油则相形见绌。而且，消费者对不同乳制品的认知大相径庭，对奶酪的健康功效明显缺乏了解。乳制品市场大兴跨界创新之风，因为跨界创新产品并不会取代原有乳制品的市场地位，反而会巩固其发展。”

— 陈杨之，研究分析师

儿童食品饮料购买 - China

“由于均衡饮食观念变得更受欢迎，现在已不是所有家长都会要求孩子按照严格的饮食规定。屈服于孩子的要求并偶尔买些不健康的零食并不再是件坏事，因为有些家长认为孩子开心、独立且觉得自身的需求受尊重更为重要。”

— 马子淳，副总监

March 2018

Purchasing Food and Drinks for Children - China

“As the concept of a balanced diet becomes popular, not all parents are interested in implementing strict rules on their child's diet. Giving in to children's requests and occasionally buying unhealthy treats is not always seen as a bad decision because some parents think that raising a happy, independent child ...

Dairy Consumption Trends - China

“The dairy market as a whole is growing stably while different categories have very different performances. Cheese and yogurt are the winning categories, while milk, ice-cream and butter & yellow fats are performing less well by comparison. On the other hand, consumers have very different perceptions towards different dairy products ...

February 2018

零食消费趋势 - China

“尽管当今消费者的健康意识明显不断增强，但仍有高达80%的受访者表示吃零食带来的并不是负罪感，而会让心情更愉悦。这说明零食创新不必局限于推出更健康的产品。消费者对真正的纵享体验有切实需求。英敏特调查显示，零食在帮助消费者享受欢乐时光、摆脱生活压力方面的作用日益突出。”

— 徐如一（中国区研究部总监）

January 2018

Consumer Snacking Trends - China

“Despite the increasing propensity to be health conscious among today's consumers, as high as 80% of



Food - China

people still say snacking makes them happy rather than guilty, suggesting snacking innovation isn't just about healthy-driven, better-for-you products. There is a true demand for real indulgence, especially as Mintel's research reveals that snacking ...