

## January 2019

## 葡萄酒 - China

“备受全球减产，社会大众缺乏鉴赏能力的压力，中国葡萄酒市场进入调整期。随着更多企业受有利贸易协定鼓舞而进入市场，消费者现在在多种不同的渠道里可见到琳琅满目的选择。品牌的商业机遇在于它们能否以较低的门槛让消费者品鉴，或是以创新的消费场合吸引到更多的消费者。”

— 徐文馨，高级研究分析师（食品和饮料）

## Wine - China

“Under the pressure of reduced global supply and lack of appreciation from the mass market, wine in China is entering a phase of adjustment. With more players encouraged by favourable trade deals entering the market, consumers are presented with abundant selections from various channels. The opportunities for players reside in ...

## December 2018

## Beer - China

“To some extent, Chinese consumers are interested to know how to evaluate beer. They have begun to taste the beer and pay attention to the flavour of the beer, not just as a simple food companion. For beer companies, how to grasp this change to communicate with consumers on beer ...

## Western Spirits - China

“The rising middle-class is fuelling the accelerating recovery of Western spirits in China. With fast adoption of e-channels and growing Western cultural influence, both opportunities and challenges are presented to market players; operators need to find a way to make Western spirits fit into modern Chinese lifestyles. The consumer groups ...

## November 2018

## 软饮料趋势 - China

## 啤酒 - China

“从某种程度而言，中国消费者有兴趣了解如何品鉴啤酒。他们开始‘懂得喝’啤酒、关注啤酒口味，而不仅仅将啤酒作为简单的“佐餐伴侣”。对啤酒公司而言，如何把握这一变化，通过产品研发、营销及零售渠道与消费者就啤酒文化进行交流沟通，对抢占先机显得尤为重要。”

— 李润阳，研究分析师

## 西方烈酒 - China

“中国中产阶级的兴起加快了西方烈酒市场的复苏。消费者迅速接受了电商渠道并受到西方文化的影响，为品牌带来了机遇与挑战；经营者需探索将西方烈酒融入现代生活的方式。品牌可推出更复杂精细的产品，以吸引那些对该品类有所了解的消费者。”

— 徐文馨，高级研究分析师，食品和饮料

## 咖啡 - China

“消费者会根据不同的消费场合选择不同类型的软饮料，这对制造商而言是好消息，因为它们可以根据锁定的消费场合将产品差异化。从创新角度来看，有低糖或低卡等减少含量的宣称的产品不足以迎合消费者对健康的需求。营养价值不论是天然还是额外添加，都是让消费者对新产品感兴趣的一个关键。提神等附加功效则是让企业在市场竞争里领先的另一个关键。”

— 李梦，研究副总监，食品和饮料

“包装咖啡生产商和现冲咖啡零售商之间的界限日益模糊，为该品类带来更多不确定因素——更不用说雄心勃勃的‘新零售’品牌了。不断提高的饮用频率意味着咖啡在中国市场仍有发展空间。清洁标签对消费者有吸引力，是带动高端化的一大特征。”

— 李梦，研究副总监，食品和饮料

## Coffee - China

“The blurring boundary between packaged coffee manufacturers and freshly-brew coffee retailers brings more uncertainties to the category, let along the ambitious ‘new retail’ players. Growing consumption frequency signifies that there is still space that coffee can stretch into in China. To drive premiumisation, clean label claims can be appealing.”

## October 2018

## Soft Drink Trends - China

“Consumers choose difference types of soft drinks according to the drinking occasion, which is good news for manufacturers as they can differentiate their products based on the consumption occasion targeted. For innovation, products with minus claims such as low sugar or low calories are not enough to meet consumers’ demand ...