

April 2019

植物性饮食- 中国 - China

“健康担忧不断增加的消费者正拥抱接受植物的力量。即便这些消费者对植物性饮食持积极的认知，他们也会偏向符合中国口味的饮食。消费者希望高端植物性饮食产品更具多样性的需求为该品类提供了良好的市场前景，并促使企业升级加工技术以及向市场推出新颖食材和新颖的跨子品类产品。此外，蛋白质营养功效的认知度不断提高，可以让品牌和企业有机会凭借植物蛋白的优势改革市场。”

对轻食的消费态度 - China

“轻食的崛起是消费者越来越认识到健康饮食的重要性的结果。为了吸引更多消费者，轻食应同时含有坚果和籽仁、水果和粗粮/谷物，并与营养的功能性软饮料搭配，如酸奶、鲜榨果蔬汁和益生菌饮料。这不仅能增强轻食的健康功效，还能带来足够的充饥效果，消除消费者的主要购买障碍——吃完轻食容易饿。”

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Infant Milk Formula - China

“In the post registration era, leading players are gaining bigger market share with unqualified players being squeezed out. Big SKU strategies have also helped established brands strengthen winning positions by concentrating resources on research and marketing.

Although a declining birth rate sounds alarm bells for IMF demand, willingness to trade ...

Attitudes towards Light Meals - China

“The rise of light meals is the result of consumers’ growing awareness of the importance of having a healthy diet. To attract more consumers, a light meal should contain nuts and seeds, fruit and coarse grains at the same time, and be paired with nutritious and functional soft drinks, such ...

55岁以上人群的饮食习惯 - China**婴幼儿配方奶- 中国 - China**

“在‘后注册制’时代，不达标的品牌被淘汰出局，领先品牌的市场份额进一步增加。核心产品策略让品牌能集中资源进行核心产品研发和营销，帮助成熟品牌巩固市场优势地位。

尽管出生率下滑为婴幼儿配方奶的需求量敲响了警钟，但消费者的消费升级意愿强烈，尤其热衷于寻找适合宝宝体质并添加更多强化营养的婴幼儿配方奶。有机配方奶、羊奶配方奶和特殊配方奶等高端品类未来增长前景可观。”

— 吴丝，高级研究分析师

Plant-based Diet - China

“Consumers with growing health concerns are embracing the power of plants, and while they hold positive perceptions towards plant-based food and drink, they will lean towards diets that are curated to Chinese palates. The demand for more diverse offerings in premiumised plant-based food and drink provides a healthy market outlook ...

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

“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

February 2019

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 ...

零食消费趋势 - China

“由于现在的消费者更关心零食新鲜度，‘短保’零食已进入公众视野。由于新鲜度通常表示‘不含防腐剂’，选择这一特质的消费者其实是追求‘全天然’产品。‘短保’零食的创新如今集中在烘焙产品上，但由于消费者对新鲜度的追求不断提升，‘短保’可能成为其他主要品类的新常态，因而对生产商的创新能力提出了更高要求。”

- 阿芳，研究分析师，食品和饮料

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 ...

Consumer Snacking Trends - China

“As consumers today are concerned more on the freshness of snacks, ‘short-shelf-life’ snacks have entered the spotlight. Consumers who opt for this attribute are actually seeking ‘all natural’ products, as freshness usually means ‘no preservatives’. Innovation in ‘short-shelf-life’ snacks now is concentrated on bakery products, but as consumers’ pursuits for ...