

## January 2020

## 婴幼儿辅食 - China

“随着更严格的法规出台，现在家长对于以包装婴幼儿辅食喂养孩子更有信心。未来5年，伴随家长的强烈升级意愿，市场总体销售额预期将维持稳健增长。市场上采用有机、本土、功能性宣称的产品引发更多的关注。在挑选产品时，消费者变得更加理性，并且着重考虑最适合宝宝的产品。他们对新兴购买渠道和信息来源的态度开放，使营销人员和目标消费群体间的互动更丰富多样。”

— 吴丝，研究分析师

## January 2019

## 中式烹饪习惯 - China

“事实上，如今在家做饭、吃饭更像是一种家庭活动和一种生活方式的选择，它不仅再只是为了填饱肚子，更在于增进夫妻和亲子感情。消费者在挑选酱油等食品时想要避免一些“有害”的成分，比如转基因成分、盐和味精。但是，对于成熟消费者，尤其是富裕消费者来说，仅仅去除不健康成分的做法差强人意；厂商和品牌可以量体裁衣，满足这类消费者对营养成分、消费体验和有效信息渠道的需求。”

— 阿芳，研究分析师（食品和饮料）

## December 2018

## Western Style Cooking and Baking Habits - China

“With more exposure to foreign culinary cultures through outbound travel and social exchanges online, more and more Chinese consumers adopt Western style cooking and baking as a lifestyle choice. While at the same time, presupposition that it is complicated and requires additional appliances prevents many from putting their hands to ...

## 保健品 - China

“父母有意为孩子购买保健品，特别是益生菌保健品。品牌需要打造一个专业和品牌的品牌形象以赢取消费者的信任，特别是随着保健品电子商务的影响。为了吸引消费者，扩大产品选择和加大创新也必不可少。”

## Baby Supplementary Food - China

“With stricter regulation under way, parents are now more confident feeding their children packaged baby supplementary food. Coupled with strong willingness to trade up, total market value is expected to maintain steady growth in the next five years. Products with organic, local and functional claims are attracting greater attention in ...

## 西式烹饪和烘焙习惯 - China

“通过出国旅游和网上交流，中国消费者接触到了更多外国饮食文化，越来越多的中国消费者采纳了西式烹饪和烘焙的生活方式。与此同时，也有不少人认为西式烹饪和烘焙很复杂且需要额外的电器设备，因此望而却步。品牌可以从技术的角度提供支持，比如给新手提供更多的融合菜品的菜谱选择。另外，同样重要的是给消费者提供更多与志同道合的人交流并庆祝各自成果的机会，以此燃起消费者的热情，尤其是关注那些有类似增进亲子互动或保持健康等明确目的的消费者。”

— 吴丝，研究分析师

## Chinese Style Cooking Habits - China

"In fact, cooking and eating at home nowadays is more like a family activity or something of a lifestyle choice, it is not just for filling the belly but something that can strengthen the bonds between couples, between kids and parents. When selecting food such as soy sauce, consumers try ...

November 2018

### Health Supplements - China

“Parents have the intention to purchase health supplements for their children, especially probiotic supplements. Brands should develop a professional and international brand image to earn consumers’ trust, particularly since e-commerce is emerging. Enhancing product options and innovations is also important to attract consumers.”

– Vicky Zhou, Research Analyst