

April 2020

方便食品 - China

“由于线上渠道的扩张，方便食品触及到更多消费者，消费者不再满足于一个便利的替餐，并且已开始寻求营养和质量方面的因素。消费者将期盼方便食品越来越像新鲜现做食品。未来的产品创新将需要更主动为消费者在健康益处、风味选择、产品安全性、原料质量和生产技术上提供额外的价值和功能性。”

- 蒋安妮，食品和饮料研究分析师

March 2020

Instant Foods - China

“As instant foods reach more consumers with the expansion of online channels, consumers are no longer satisfied with just a convenient solution and have started looking for factors regarding nutrition and quality. Consumers will expect instant foods to evolve towards becoming more like freshly made meals. Product innovation in the ...