

July 2019

早餐 - China

“随着零售与餐饮服务的融合，居家早餐与外食早餐市场之间的界限逐渐模糊，并且二者都在经历着全方位的升级（如供应链、食品安全）。展望未来，随着进驻的企业日益增多，未来的早餐市场会进一步细分；竞争不再局限于现有的产品、服务和渠道中，还会来自于其他品类和其他服务类型。”

— 阿芳，研究分析师

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Premiumisation In Food and Drink - China

“The majority of Chinese consumers are prioritising a healthier lifestyle by consuming quality food and drink products. With an overall elevated financial capability, consumers are actively seeking premium cues that can fulfil their needs to improve health as well as satisfy taste buds as they tend towards becoming value-driven rather ...

May 2019

Baby Nutrition - China

“Although facing a declining birth rate, the total baby nutrition market still maintains steady growth, mostly driven by a strong desire to trade up. Just as parents are sometimes struggling with contradictory opinions on baby feeding, their determination to continue learning and sharing relevant knowledge is also strong. Baby food ...

食品饮料高端化趋势 - China

“现在大多数中国消费者将更健康的生活方式作为一大生活重心，具体表现为购买优质食品饮料产品。由于整体经济能力有所提高，消费者正在积极寻求同时满足改善健康和愉悦味蕾双重需求的高端特性，这是因为他们逐渐转变为以价值为主，而非价格。食品饮料品类的光明前景将推动企业升级生产过程中的每一步，包括采购、加工、包装和宣传。国外竞争对手推出的小众宣称和功能也可作为国内企业的灵感来源。”

Breakfast Foods - China

“With the fusion of retail and foodservice, the at-home breakfast and out-of-home breakfast markets are blurring and both are experiencing upgrade on all fronts (eg supply chain, food safety). Looking ahead, the future breakfast market will be further fragmented as more players are entering; the competition is no longer limited ...