

February 2015

糖果 - China

“该市场竞争激烈,促使厂商多样化产品以满足日益精明的消费者的需求。针对女性、老年消费者等特定消费者群体的产品拥有的机会越来越多。品牌也有机会针对高端消费者,在高端商店出售手工糖果。在线零售的快速发展也让糖果厂商有机会获取更多新消费者,并通过与消费者直接沟通了解他们的喜好和消费习惯。”

– 郭马修,亚太研究主任

December 2014

Sugar Confectionery - China

“Competition in the market is forcing manufacturers to diversify their product to meet the needs of increasingly sophisticated consumers. There are increasing new opportunities for products aimed at specific consumer segments, such as women and the elderly. There is also the opportunity to target high-end consumers with hand-made candies sold ...

奶酪 - China

“中国奶酪市场在过去五年里经历了从规模甚小到快速增长的过程。尽管总体市场仍然由非零售业务主导,奶酪的零售市场也在不断升温中,2009年到2014年的零售销量以37%的年均复合增长率增长。展望未来,中国的奶酪零售市场将继续以两位数的比率增长,增长主要由消费者对奶酪产品了解的不断增多,以及一线城市之外的消费者对奶酪产品更容易获取来推动。

Sauces and Seasonings - China

“Consumers welcome easy solutions to cooking. There is scope for manufacturers to develop more specialised sauces and ready-to-use sauces, given that consumers would have a clearer concept of which ingredients best pair with the sauces and seasonings under the direction of the specialised sauces and seasonings, and ready-to-use sauces provide ...

October 2014

Cheese - China

“Brands should prioritise the young consumer market (both consumers in their 20s and children) to cultivate cheese consumption habits. In the adult market, cheese for snacking is an opportunity.”

– Hao Qiu, Research Analyst