

November 2022

婴幼儿辅食 - China

“婴幼儿辅食市场销售额面临下滑风险，主要是因为新生儿数量下降导致消费者基数缩小。受疫情影响，具有强大健康定位的产品受到了市场更多的关注。通过涉足婴幼儿奶酪细分市场，在饼干/零食的营养价值之外结合多种口味与有趣的设计，以及让爸爸参与购买过程，婴幼儿辅食品牌将有机会提升销售额。”

– 刘文诗，高级研究分析师

October 2022

Baby Supplementary Foods -
China

“The baby supplementary food market is risking decline in value of sales mainly due to the continued decrease in number of new births resulting into lower consumer base. Buoyed by COVID-19, products that have a strong health positioning are attracting greater interests in the market. Baby supplementary food brands will ...

September 2022

营养认知 - China

“新版膳食指南和呼之欲出的大量行业标准预计会促使食品饮料品牌和制造商努力开发值得信赖的产品。与此同时，消费者也明显更青睐功能明确具体的成分，而如果成分功能含糊不清或者缺乏科学依据，消费者更显然会避而远之。未来蕴藏机遇，包括细化维生素的具体健康益处、提升植物蛋白的蛋白质品质以及为草本成分的健康功效提供依据。”

Nutrition Knowledge - China

“The newly updated dietary guidelines and ready-to-proliferate industry standards are anticipated to drive food and drink brands and manufacturers to work on developing credible products. Meanwhile, consumers have also developed clearer “likes” towards ingredients that demonstrate clear and specific functions and “dislikes” if the ingredients’ functions are vague or not ...