

June 2018

Attitudes towards Sports Nutrition - China

“The Chinese sports nutrition market is still in the very early stage, not as mature as the Western markets. Consumers lack knowledge about sports nutrition. Manufacturers can penetrate the market by targeting mainly sports professionals and lovers. With growing knowledge of sports nutrition and professional level of doing sports/exercise ...

婴幼儿配方奶 - China

“随着越来越多的品牌完成配方注册，婴幼儿配方奶市场将趋于稳定。寻找新途径提高线上渠道的竞争力变得至关重要。消费者在选择高端婴幼儿配方奶时最看重其实用性功效，如营养价值。”

- 李梦，研究副总监，食品与饮料

May 2018

Infant Milk Formula - China

“As more and more brands have passed formula registration, the IMF market will see a more stabilised situation. Seeking new solutions to enhance competitiveness on online channels becomes crucial. When considering premium products, practical benefits such as nutrition are always the major criteria.”

发酵软饮料 - China

“消费者健康饮食意识不断提高，生产商坚持创新以求发展。受这两方面的影响，发酵软饮料市场呈上行之势，有望成为中国饮料市场的一大品类。”

- 李梦，研究副总监，食品与饮料

April 2018

Fermented Soft Drinks - China

“The growing awareness of healthy diet from consumers, together with the motivation for innovation to drive the business from manufacturers, has contributed to the rise of fermented soft drinks, which have the potential to become a main sector in China's drinks market.”