

July 2016

预加工食品 - China

“便捷性是预加工食品的最普遍特征，但实际上“口味”却是影响消费者做出购买决定的最重要因素。除了口味外，消费者对“不含添加剂”的产品的兴趣持续升温，这一宣称很可能会成为预加工食品行业的新标准。”

巧克力 - China

“地域扩张将成为国外公司实现销量增长过程中面临的重大问题。好时公司收购上海金丝猴食品的失败案例将为国外公司在收购中国企业以增强当地分销实力起到警醒作用。提升巧克力的健康形象对于实现品类增长至关重要。此外，生产商也可以利用自身的专业性，进军其他品类。”

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Chocolate Confectionery - China

“Geographical expansion will be the big issue for foreign companies to achieve sales growth. The lessons from Hershey's acquisition of Shanghai Golden Monkey will lead foreign players to be cautious when acquiring Chinese companies for their local distribution power. Enhancing the health image of chocolate is critical for the category's ...

Ready Meals - China

“Convenience and fast to serve are the most common features in the ready meals category, but in fact 'taste' is considered as the most important purchase decision factor. Besides the taste, consumers' interest in 'additive-free' products has grown and the claim is likely to become a new norm in the ...