

## November 2020

## 为儿童购买食品饮料 - China

“中国儿童人口的减少和日益严重的儿童肥胖问题，正迫使品牌和公司以强调天然性、营养丰富和具有体重管理功能性的高端食品饮料帮助家长。与此同时，倍受欢迎的‘不健康’食品饮料仍然可以通过加入超级食物和低/无/减宣称来保持其市场份额。”

## Purchasing Food And Drink For Children - China

“The shrinking child population and the growing issue of childhood obesity in China is pressuring brands and companies to help parents with premiumised food and drink which accentuates naturalness, nutrient-dense, and functionality in weight management. Meanwhile, long-beloved ‘unhealthy’ food and drinks could still preserve their market share by incorporating superfoods ...

## January 2020

## 酱料和调味品 - China

“该品类正处于稳定增长阶段，行业向集中化发展。品类的未来在于扩展家庭消费，并打造更多有益健康的产品。消费者健康意识的提升不仅反映在他们对于原料的敏感，也体现在烹饪习惯的改变。国外酱料不俗的渗透率意味着其在国内市场的增长潜力和跨界发展机会。”

— 吴珍妮，研究分析师

## December 2019

## Sauces and Seasonings - China

“The category is experiencing steady growth and improved in concentration. Category’s future lies in expanding household consumption as well as creating more BFY products. Consumers’ rising health consciousness is not only reflected in their sensitivity to ingredients, but also embodied in their changing cooking habits. Optimistic penetration of exotic sauces ...

## 保健品 - China

“疾病预防意识的提升和老龄人口的增加将助力保健品市场未来的增长，但消费者对于保健品效果的顾虑是品牌进一步增长的最大障碍。提供多重沟通渠道并与消费者建立更深层次的关系至关重要。利用高端成分和创新形态升级产品也有助于品牌打造竞争优势。”

— 鲁睿勋，研究分析师

## Health Supplements - China

“Continuously rising awareness of disease prevention and the expanding ageing population will ensure the future growth of the health supplements market, but consumers’ concerns about reliability and effectiveness of health supplements are the biggest obstacles to brands’ further growth. It’s important to provide various communication channels and build deeper relationships ...

November 2019

## 孕期营养 - China

“孕期营养市场的潜力巨大。更加均衡地以及用科学的方法摄取营养的理念，为该市场的发展奠定了基础。许多新竞争者已纷纷入局孕期营养市场，包括婴幼儿配方奶品牌和乳企。培养消费者对品牌的信任至关重要，因为这能有助于建立品牌粘度。渠道整合为消费者提供定制化服务和更好的用户体验，并且也有助于促进线下销售。”

- 吴珍妮，研究分析师

## Nutrition for Pregnancy - China

“The market potential of pregnancy nutrition is promising. The concept of a more balanced and scientific approach to nutritional intake has provided the foundation for segment growth. The pregnancy nutrition market has seen the entry of multiple new players, including infant milk brands and dairy enterprises. Cultivating consumers' trust in ...