

## May 2022

## 牛奶和乳饮料 - China

“整体来看，液体白奶在今年的表现最为出色。虽然如此，常温纯牛奶需谨慎定价，并更关注产品口味，而冷藏纯牛奶可从更多维度传达新鲜度。原味奶粉正乘搭不断增长的银发经济浪潮，功能性宣称将成为该市场的破局关键点。由于益生菌保健品来势汹汹，乳酸菌饮料需思考如何通过不同的方式阐述产品对肠道的益处。”

— 彭袁君，研究分析师

## April 2022

## 包装烘焙食品 - China

“未来几年，包装烘焙食品品类预计将保持稳健增长。由于消费者不断追求更健康的生活方式，定位精准且面向不同细分人群的包装烘焙食品具有增长潜力。随着银发经济崛起，年长一代特别值得关注。此外，传统糕点不断引领潮流。企业可围绕社会责任建立品牌，以更好地与消费者的价值观产生共鸣，并赢得他们的青睐。”

— 张辰钰，高级研究分析师

## Packaged Bakery Foods - China

"The packaged bakery foods category is expected to maintain steady growth in coming years. Driven by the continuous pursuit of healthiness, precision packaged bakery products targeting different demographic segments have the potential to grow, especially older generations, following the rise of the 'silver economy'. In addition, as traditional pastries keep ...

## Milk and Dairy Beverages - China

"White liquid as a whole had the best performance this year. But ambient plain milk needs to be conscious about pricing and pay more attention to taste, while chilled plain milk can leverage more dimensions to deliver the concept of freshness. White powder is leveraging the growing silver economy and ...

## 零食消费趋势 - China

“后疫情时代，零食市场预计将继续保持增长势头，消费者的习惯性零食消费以及对健康和优质产品的追求将在很大程度上推动市场增长。鉴于市场细分程度日益加深，而且消费者对健康零食的看法不一，建议品牌通过免费试吃的方式推广创新口味，并利用定制化产品瞄准不同的消费者细分群体，同时不在零食的纵享属性方面做过多妥协。”

— 殷如君，高级研究分析师

## March 2022

## 节庆食品 - China

“因新冠疫情而实施的交通管制措施一方面削减家庭聚会的频率，另一方面则推进自我时光的蓬勃增长。这带动了消费者在西方节日期间的开支，尤其是气氛欢乐的圣诞节和万圣节，同时出于对自身的关注，消费者对有益健康的传统节庆食品的需求也不断上涨。由于消费者在春节的聚会受到限制，他们在中秋节等长假的食品饮料开支蕴藏增长潜力。”

— 黄梦菲，研究分析师

## Consumer Snacking Trends - China

"The snack market is expected to continue its growth momentum after the pandemic, largely driven by consumers' habitual snacking and the pursuit of healthy and quality products. Given an increasing level of market specialisation and consumers' mixed views towards healthy snacking, brands are recommended to leverage innovative flavours through free ...

## 为儿童购买食品饮料的态度 - China

“首份儿童零食标准的发布为儿童食品饮料产品树立了标杆，再加上近来的教育改革旨在促进儿童的整体身心健康，因此，儿童食品饮料市场日益受到资本和企业的重视。如今的家长见多识广且越来越重视健康，面对他们挑剔的目光，品牌的增长机会在于针对儿童日益严重的健康问题推出革新产品，减轻家长对此的担忧，并推出面向不同年龄段儿童的新品，为孩子提供专属关爱。”

— 张辰钰，高级研究分析师

## February 2022

### Festive Foods - China

“Due to COVID-19, traffic restrictions undermine family reunions and unveil booming me-time scenarios, resulting in increasing spending on Western festivals especially Christmas and Halloween featured with hedonic atmosphere and demand on better-for-you traditional festivals foods. Meanwhile, other long holiday festivals, namely the Moon Festival has seen opportunities in growing consumer ...

### Purchasing Food and Drink for Children - China

“The release of the first children snack standard has set the standard bar high for children food and drink products, coupled with recent education reformation towards promoting children's holistic wellbeing, this market is being increasingly valued by capitals and enterprises. Facing scrutiny by ever knowledgeable and health driven parents, opportunities ...