

November 2021

宠物食品 - China

[graphic:]

October 2021

Pet Food - China

“People’s willingness to own pets in the post-COVID-19 period is increasing, especially among younger and older generations, stimulating a boom in the pet food market. There has been a surge in new starter pet owners asking for easy-to-follow and professional guidance, while experienced pet owners are seeking more refined feeding ...

September 2021

酸奶 - China

“常温酸奶的增速持续超越冷藏酸奶，但也同时面临冷藏饮用型酸奶的威胁，尤其是带有高蛋白质宣称的产品。帮助消化依然是最主要的消费目的，而对其他功能性和纵享属性的需求则因消费群体而异。消费习惯和消费目的的差异表明，酸奶品牌需针对不同价位的商品区分功能性和纵享定位。”

— 殷如君，高级研究分析师

包装烘焙食品 - China

“消费者对包装烘焙产品的营养特点抱有浓厚的兴趣，尤其是它们的新鲜度、营养价值及成分。包装烘焙产品将来越细分化，以满足特定消费群体的不同健康需求。对儿童健康及体重管理的需求大大影响消费者对包装烘焙产品的偏好及选择。进一步专业化以满足消费者日益具体和独特需求可填补市场机遇。”

— 黄梦菲，研究分析师

August 2021

Yogurt - China

“The growth of ambient yogurt continues to outpace chilled yogurt, but it is facing a threat from chilled drinking yogurt, especially those products with high protein claims. Digestion improvement remains the top consumption purpose while the need for other functions and indulgence varies across consumer groups. The divergence in consumers’ ...

代餐 - China

“不断扩大的超重人口和日益增加的健康问题为功能性代餐创造了商机。随着健康意识不断提高，该类有机会帮助消费者管理体重和健康问题。新冠疫情爆发之后，消

Packaged Bakery Foods - China

“Consumers have a great interest in the healthy attributes of packaged bakery products, especially in their freshness, nutrition, and ingredients. Packaged bakery products will be increasingly segmented according to different wellbeing needs for specific consumer groups. The demand for children’s health and weight management significantly impacts consumers’ preferences and selection ...

预加工食品 - China

“新冠疫情防控得当，使得速冻食品品类增长趋于平稳，冷藏食品品类逐渐复苏。传统预加工食品市场将受益于食品的营养强化以及明确的消费场景。随着社会老龄化，针

费者更重视健康饮食。代餐也有机会通过更灵活和多样的产品形态，关注功能性以外的需求，以现代解决方案的形式融入到日常饮食。”

— 鲁睿勋，高级研究分析师

Meal Replacements - China

“An increasing overweight population and the growing prevalence of health issues create opportunities for functional meal replacements which can help consumers manage weight as well as health issues in light of increasing health awareness. With a high priority on healthy eating after the COVID-19 outbreak, meal replacements also have the ...

对老年人设计的特殊营养食品需求量将会增加。消费者追求更便利有趣的烹饪体验以及更好的用餐过程，这将促使预制菜品类加码产品创新。”

——彭袁君，研究分析师

Ready Meals - China

"Better control over the COVID-19 epidemic has seen growth stabilise in the frozen sector and a recovery in the chilled segment. The conventional ready meals market will benefit from fortified nutrition and clear consumption occasions. As society ages, there will be demand for products with specialised nutrition designed for seniors ...