

November 2020

宠物食品 - China

“宠物主人在选择宠物食品方面变得更为成熟且更有经验，因为他们在做出购买决定前会主动搜寻信息。他们对食品安全的担忧和对营养的关注表明，品牌不仅应强化营养，还应提供透明的产品信息。随着人们对待宠物的态度不断转变，将其视为家人和朋友，对功能的关注将有助于提升宠物的全方位健康。此外，人们对人宠关系的重视也表明，提升食用体验是宠物食品值得关注的创新途径。”

— 鲁睿勋，研究分析师

早餐 - China

“疫情期间，更多消费者在家吃早餐，这给零售产品带来契机。各商家正搭乘数字化趋势，构建便利的早餐服务设施，以努力满足每位消费者的早餐需求。尽管早餐被誉为一天中最重要的一餐，但由于消费者早上时间紧张和胃口不佳，早餐经常会被省略。谷物食品方便准备，除此之外，谷物食品品牌还可以添加“更多有益成分”，以加强该品类的健康形象。”

— 吴珍妮，研究分析师

October 2020

Pet Foods - China

“Pet owners are becoming knowledgeable and sophisticated in selecting pet food, as they will proactively seek information before making purchase decisions. Their concern around food safety and attention to nutrition suggest brands should not only fortify nutrition but also provide transparent information. With the evolving attitudes of treating pets as ...

Breakfast Foods - China

“During the outbreak, more consumers have taken breakfast at home, which provides good opportunities for retail products. By leveraging digitalization, players are endeavouring to meet the breakfast needs of every consumer by building up convenient breakfast service facilities. Despite being touted as the most important meal during one's day, breakfast ...

预加工食品 - China

“新冠疫情改变了消费者的用餐习惯，消费者从外出用餐向居家烹饪的转变，为预加工食品创造了市场机遇。随着对便捷定义的不断改变，品牌既要迎合消费者对更大便利性的追求，也要满足他们对营养和风味的更高需求。随着在家做饭的消费者越来越多，定制化产品可帮助品牌更好地满足其多元化的需求。同时，拥抱新零售和外卖渠道也是品牌为消费者提供更大便捷的另一途径。”

— 鲁睿勋，研究分析师

September 2020

冰淇淋 - China

“国内冰淇淋市场极大程度上受益于冷链分销的扩张，这给品牌带来了商机，通过线上渠道，将冰淇淋重新定义为适合居家食用的甜品。添加丰富的口感、纵享型的独特原料、或使用正宗的生产方式都有助于打造更高端的形象，

现代化的冰淇淋产品可通过这些方式脱颖而出。”

— 蒋安妮，食品和饮料研究分析师

August 2020

Ready Meals - China

“Consumers’ changing dining habits from eating out to cooking at home due to COVID-19 bring market opportunities for ready meals. With the evolving definition of convenience, brands should satisfy consumers’ desire for elevated convenience without compromising their upgraded requirements for nutrition and flavour. Customised products could help brands better serve ...

Ice Cream - China

“The domestic ice cream market has benefited greatly from the expansion in cold-chain distribution, providing opportunities in redefining ice cream as a dessert suitable for in-home consumption through online channels. Modernized ice cream products may differentiate through inclusion of additional textures, distinctive and indulgent ingredients or use of authentic manufacturing ...