February 2022

酱料、调味料和涂抹酱 - China

“由于餐饮业逐渐恢复，2021年酱料和调味料零售市场增长放缓。复合调味料细分品类保持了强劲的表现，并围绕口味和便利性持续创新，预计将对预加工食品市场构成威胁。除了与相邻品类竞争以外，品牌还可以通过菜场等传统购买渠道瞄准年轻消费者，并强调国外酱料和调味品产品的广泛用途，从而获得增长机会。”

– 殷如君，高级研究分析师

January 2022

烹饪和烘焙习惯 - China

“自新冠疫情爆发以来，消费者对健康饮食的日益重视驱使他们更常采用更健康的烹饪方式，以及保持饮食清淡。开发低/无/减钠解决方案存在机遇，其关注度目前仍不及无糖产品，以迎合消费者不断演变的口味偏好。与此同时，品牌应积极地利用数字渠道激发消费者在烹饪和烘焙上的探索欲，并强化与他们之间的情感联系。“

- 鲁睿勋，高级研究分析师

啤酒 - China

“年轻化和高端化已成为啤酒品牌的增长动力和发展方向。为使产品从竞争中脱颖而出，品牌需要瞄准不同消费群体日益细分的需求，为男性消费者推出更多纯粹的啤酒新品，为女性消费者带来更多富有想象力的口味创新。打造独树一帜的品牌形象也很重要，以使高端化和营销更具说服力和吸引力。”

– 黄梦菲，研究分析师

报告关键议题

奶酪 - China

“得益于儿童奶酪的流行，消费者对奶酪的认知自2014年以来有所改观。奶酪对于儿童来说仍是一种功能性食品，在补钙与补充蛋白质方面尤其如此，因此利用强化营养将有助于实现产品差异化。对于年轻消费者来说，零食化的产品形态以及风味和口感方面的创新将是未来决胜的关键。”

— 彭袁君，研究分析师

Cheese - China

“Consumers’ perception of cheese has improved since 2014, thanks to the popularity of kids’ cheese. For kids, cheese is still regarded more as a functional food, especially for calcium and protein supplementation, thus differentiating products by fortified nutrition will help to differentiate. For young adult consumers, snack-ish formats, innovations among ...

Sauces, Seasonings and Spreads - China

“Growth in the sauces and seasonings retail market has slowed in 2021 due to the recovering foodservice sector. The compound seasoning segment retains its robust performance and is expected to pose a threat to ready meals with continued innovations around flavours and convenience. Besides competing with adjacent categories, brands can ...

Cooking and Baking Habits - China

“The rising priority of healthy eating since the COVID-19 outbreak drives increased adoption of healthier cooking methods and lighter diets. Opportunities exist in developing low/no/reduced sodium solutions, which still receive less attention than sugar-free products, to support consumers’ evolving taste preference. At the same time, brands should proactively ...

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December 2021

婴幼儿辅食 - China

“尽管新生儿数量持续下降，婴幼儿辅食市场的销售额与销售量将有所增长。英敏特预测，婴幼儿辅食市场将继续保持竞争态势；因此，包装婴儿食品企业将其产品定位为家中自制餐食的快捷原料，并强调其特定健康益处而非提供多种功效，将有助于品牌赢得市场份额。婴幼儿辅食品牌也应关注草本成分，因为相比于常见的有机特征，草本成分对寻求高端产品的家长更具吸引力。”

——刘文诗，高级研究分析师

糖果 - China

“控糖方面的指导发布以及消费者的健康意识增强导致糖果的生产放缓。尽管如此，功能性糖果仍可为生产商带来商机。含天然果汁的凝胶糖果或将帮助产品脱颖而出。与此同时，风味与口感仍是消费者购买糖果时的关键考虑因素。”

Cooking Oils - China

“The retail value of cooking oil continues growth momentum in the post-pandemic era thanks to the rising oil prices. However, the long-term growth is expected to slow down as the consumption of oil has been declining with consumers eating out occasions increases. To sustain the value growth, brands should tailor ...

November 2021

Baby Supplementary Foods - China

“The baby supplementary food market will witness growth in market value and volume despite the continuous decline in new births. Positioning packaged baby food as shortcut for home-cooked meals and providing specific health benefits rather than being multifunctional would help companies gain market share, given that Mintel predicts the market ...

Sugar Confectionery - China

“Sugar confectionery production has slowed down due to sugar control guidance and consumers’ increased health consciousness. Nevertheless, functional candy offers potential for manufacturers to tap into. Jelly candy with natural fruit juice may help products stand out. Meanwhile, flavours and mouthfeel are still key factors for consumers when it comes ...

配方奶 - China

“虽然新生儿数量下滑的情况难以逆转，但婴幼儿配方奶品牌仍有机会通过聚焦成长配方奶品类的高端产品创新，以及侧重针对特定健康功能（如对肠道友好、促进身体发育和助眠等功效）的营养强化以保障营收。婴幼儿配方奶品牌可发掘“个性化营养”领域的潜力，以进一步提升差异性和竞争力，进而赢得更多市场份额。”

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