

March 2021

食用油 - China

“受新冠疫情影响，消费者对食用油的需求不断提升。消费者的用餐习惯从外出就餐变为在家烹饪，这一趋势显著加速了食用油零售市场的增长。在选购食用油时，消费者特别关注营养，并且会经常更换不同种类的食用油。因此，品牌应优化自己的产品组合，通过提供更健康的油种，和改良的传统油种产品，满足消费者的消费升级需求。随着健康饮食越来越受重视，消费者在食用油的消费上将会持更为谨慎的态度。因此，品牌有必要迎合消费者烹饪习惯的变化，与健康饮食建立联系，倡导更健康的消费方式。”

— 鲁睿勋，研究分析师

February 2021

奶酪 - China

“奶酪市场尽管基数较小，但将继续其增长轨迹，成为增长最快的乳制品品类。品牌可扩展奶酪的产品形式，将其置于更广的零食品类竞争之中，更加瞄准成人消费者，而不是仅仅注重其营养价值。与餐饮渠道的餐厅合作可以向非奶酪消费者推广新的食用方式，培养更强的烹饪和烘焙习惯。”

— 蒋安妮，研究分析师，食品与饮料

酱料、调味料和涂抹酱 - China

“得益于居家烹饪频率的提高，酱料、调味料和涂抹酱市场预计在新冠疫情后将保持稳定增长。各细分的零售额都将增长，领先品牌将占领更多市场份额，市场集中度更高。消费者的用餐习惯不断改变，而且健康意识不断提高，将促进渠道多样性和产品形态创新。”

— 徐如一，北亚区报告总监

烹饪和烘焙习惯 - China

“新冠疫情导致人们从外出用餐转变为居家烹饪和烘焙。大多数过去不负责做饭的18-24岁年轻消费者也步入厨房，并在后新冠疫情时代保持了烹饪习惯。预制菜和复合调味料包可瞄准这些更加被便利驱动的新兴烹饪人群。健康饮食越来越重要，这也指明了推出更有益健康的酱料和调味料的市场机会，以帮助消费者更健康地烹饪和饮食。此外，随着许多消费者把烹饪和烘焙当做家庭或休闲活动，营销烹饪产品和厨房电器时，乐趣和愉悦的体验值得特别关注。”

— 鲁睿勋，研究分析师

January 2021

Cooking Oils - China

Sauces, Seasonings and Spreads - China

Food - China

“The COVID-19 outbreak has raised the demand for cooking oil as part of the shift from dining out to cooking at home, which has accelerated the growth in the retail market of cooking oil. Consumers’ special attention to nutrients and tendency to switch between oil types indicates that brands should ...

“Sauces, seasonings, and spreads is expected to enjoy a steady growth after COVID-19 due to growing frequency of in-home cooking. Retail value sales are expected to grow in all segments, with more concentrated market share to leading players. Consumers’ changing dining habits and growing healthy consciousness is driving the channel ...

婴幼儿营养 - China

“虽然出生率持续下滑，但婴幼儿营养市场整体保持稳定增长，这主要得益于配方奶的高端化趋势以及婴幼儿辅食和营养补充剂渗透率不断提高。市场机遇在于针对前沿的配方奶成分进行互动型市场教育，推出多种类型的功能型辅食产品（如将新配方和感官刺激相结合），以及搭乘零食趋势推进营养补充剂的创新。”

Cheese - China

“The cheese market will continue its growth trajectory as the fastest growing dairy category, albeit from a smaller base. Brands can expand the formats of cheese to place it in competition with the broadening snack category and target more adult consumers, rather than focusing purely on its nutritional value. Collaborations ...

酸奶 - China

“今年酸奶市场的增速有所放缓，但2021年很可能再度回升并迎来高个位数增长。新冠疫情促进了消费者对酸奶的需求，因为他们寻求更好的免疫力。常温酸奶的增速仍然跑赢冷藏酸奶，因为常温酸奶更容易买到，并且在低线城市和农村地区的渗透率更高。冷藏酸奶很可能会经历小幅增长。在市场方面，冻干技术和渠道协同将带来新机遇。同时，新颖的口味和质地以及具备特定具体功能的酸奶也在刺激该品类的消费者需求。”

— 彭袁君，研究分析师

December 2020

Baby Nutrition - China

“Although continuing to face a declining birth rate, the total baby nutrition market still maintains steady growth, mostly driven by premiumisation in IMF as well as increasing penetration of baby supplementary foods and baby health supplements. Opportunities lie in interactive marketing education for cutting-edge IMF formulae, category expansion to offer ...

Yogurt - China

“The growth rate of the yogurt market slowed down this year but will likely pick up at a high single-digit level again in 2021. The outbreak has driven consumer demand for yogurt as consumers seek better immunity. Ambient yogurt will still grow faster than chilled yogurt because of easier accessibility ...

Cooking and Baking Habits - China

“The COVID-19 outbreak has resulted in the shift from dining out to cooking and baking at home. Most young consumers aged 18-24, who used to bear less cooking responsibility, have stepped into the kitchen and kept



Food - China

their cooking habits in the post-COVID-19 period.
Ready-to-cook products and compound seasoning packs
could ...