

January 2020

Baby Supplementary Food - China

“With stricter regulation under way, parents are now more confident feeding their children packaged baby supplementary food. Coupled with strong willingness to trade up, total market value is expected to maintain steady growth in the next five years. Products with organic, local and functional claims are attracting greater attention in ...

December 2018

保健品 - China

“父母有意为孩子购买保健品，特别是益生菌保健品。品牌需要打造一个专业和国际的品牌形象以赢取消费者的信任，特别是随着保健品电子商务的影响。为了吸引消费者，扩大产品选择和加大创新也必不可少。”

November 2018

Health Supplements - China

“Parents have the intention to purchase health supplements for their children, especially probiotic supplements. Brands should develop a professional and international brand image to earn consumers’ trust, particularly since e-commerce is emerging. Enhancing product options and innovations is also important to attract consumers.”

– Vicky Zhou, Research Analyst