

February 2015

糖果 - China

“该市场竞争激烈,促使厂商多样化产品以满足日益精明的消费者的需求。针对女性、老年消费者等特定消费者群体的产品拥有的机会越来越多。品牌也有机会针对高端消费者,在高端商店出售手工糖果。在线零售的快速发展也让糖果厂商有机会获取更多新消费者,并通过与消费者直接沟通了解他们的喜好和消费习惯。”

— 郭马修,亚太研究主任

December 2014

Sugar Confectionery - China

“Competition in the market is forcing manufacturers to diversify their product to meet the needs of increasingly sophisticated consumers. There are increasing new opportunities for products aimed at specific consumer segments, such as women and the elderly. There is also the opportunity to target high-end consumers with hand-made candies sold ...

奶酪 - China

“中国奶酪市场在过去五年里经历了从规模甚小到快速增长的过程。尽管总体市场仍然由非零售业务主导,奶酪的零售市场也在不断升温中,2009年到2014年的零售销量以37%的年均复合增长率增长。展望未来,中国的奶酪零售市场将继续以两位数的比率增长,增长主要由消费者对奶酪产品了解的不断增多,以及一线城市之外的消费者对奶酪产品更容易获取来推动。

Sauces and Seasonings - China

“Consumers welcome easy solutions to cooking. There is scope for manufacturers to develop more specialised sauces and ready-to-use sauces, given that consumers would have a clearer concept of which ingredients best pair with the sauces and seasonings under the direction of the specialised sauces and seasonings, and ready-to-use sauces provide ...

November 2014

烘焙产品 - China

“在食品安全问题和健康问题日益增多的背景下,消费者越来越关注他们所吃的食物。他们转而喜欢含油更少和使用有机粗粮全麦面粉制作的谷物型面包。消费者选择在家自己烘焙来避免包装产品质量的不确定性。制造商应采取更多手段来消除消费者对食品安全和健康方面的担忧,并寻找机会适应消费者的消费行为和喜好变化。”

— 李洌铃,高级研究分析师

October 2014

Food - China

Cheese - China

“Brands should prioritise the young consumer market (both consumers in their 20s and children) to cultivate cheese consumption habits. In the adult market, cheese for snacking is an opportunity.”

– Hao Qiu, Research Analyst

酸奶 - China

“鉴于酸奶正越来越多地被当作零食来食用，口味创新是销量增长的关键。同时消费者对于酸奶的保健功效也十分看重，因此生产商有机会开发并使用强化营养素和功效性成分，以增强吸引力和价值认同。”

– 顾菁,高级研究分析师

September 2014

Bakery Products - China

“Consumers are paying more attention to the food they are ingesting under the growing concern of food safety and health issues. They are shifting their preferences to grain bread, which is less oily and using more organic coarse wholemeal flour. Homemade is another action consumers take to fight against the ...

Yogurt - China

“Chinese consumers are in the process of switching to healthier diets, pushing up consumption of healthy food such as yogurt which is known for its high nutritional value. Meanwhile the tasty nature of yogurt has also allowed it to fit into consumers’ growing snacking needs, to further drive retail volume ...

预加工食品 - China

“品牌关注消费者观念——预加工食品的“不健康”形象，是刺激食用频率增长的关键所在。品牌采用健康的成分和加工技术也至关重要。加入方便元素的包装技术以及体现新鲜和健康形象的包装可以进一步吸引消费者的目光。

– 严以领，高级研究分析师

婴幼儿食品和饮料 - China

“婴幼儿食品转趋家中自制与中国多个经济和社会顾虑有着不可分割的联系：包括经济生产力放缓、婴幼儿配方奶监管加严和食品安全担忧。但是，越来越多的包装婴幼儿新产品应该会受益于计划生育政策的放宽。为了提供合适的产品，以鼓励妈妈们尝试新品种或保持忠诚度，婴幼儿食品公司需要评估复杂多样的消费模式，包括购买障碍、对特定营养益处的兴趣和包装设计。”

– 刘欣琪（研究分析师）

August 2014

Prepared Meals - China

“Busier lifestyle in urban has fuelled demand for prepared meals which are known for convenience. In general, higher tier cities/incomes/education consumers show higher demand in prepared meals. Segment consumption shows more distinctive differences. The core consumers for Chinese style prepared meals which include frozen/chilled dumplings/wontons, frozen ...

巧克力 - China

“产品创新是推动增长的关键，消费者乐意尝试不同的巧克力新口味，并愿意为具有健康功效的巧克力支付更多。在实际执行层面，制造商可以推出季节性口味和包装，以维持消费者的兴趣和吸引新用户购买。”

– 顾菁（高级研究分析师）

July 2014

Baby Food and Drink - China

Chocolate Confectionery - China

“Vegetables, organic ingredients, and minimising packaging size to control nutritional intake could be the springboard for baby food producers to expand penetration among younger parents.”

“Product innovation is key to business growth, since consumers are open towards new and luxurious chocolate flavours and are willing to pay extra for chocolates with health-enhancing benefits. Meanwhile from an execution perspective, manufacturers could resort to launching seasonal flavours and packaging to both maintain consumer excitement and attract new ...

April 2014

饼干 - China

“产品创新是推动增长的关键，消费者乐意尝试不同类型的饼干，渴望尝试新产品。健康和美味享受是产品创新的关键领域，因为它们主要的购买考虑因素。”

— 顾菁，高级研究分析师

面条 - China

“随着更多的消费者出国旅游，接触更多的新颖菜式，他们对各种新奇和异国口味的面条也兴趣盎然。因此，面条制造商可以大胆创新，推出更多口味吸引日渐精明成熟的消费者。”

March 2014

Biscuits, Cookies and Crackers - China

“Product innovation is key to business growth, since consumers are open towards different types of biscuits and are eager to try new products. Healthy and indulgent are the two key areas for product innovation as they are the main purchase drivers.”

Noodles - China

“Consumers are demanding a wider variety of new and exotic flavours, as more people travel overseas, and are exposed to more new cuisines. This provides an opportunity for noodle manufacturers to create bold new flavours that generate interest among increasingly sophisticated consumers.”

February 2014

咸味休闲食品 - China

“中国咸味零食市场预计未来五年仍将继续增长。除了满足消费者对口味和自我享受的需求，制造商还需要在产品创新和品牌营销中考虑消费者日益提高的健康意识和安全担忧，以增加业务规模 and 市场份额。”

Salty Snacks - China

“Manufacturers might consider adopting a multi-brand strategy to meet the demand for different types of snacking food from different consumer segments – depending on their respective attitudes towards salty snacks – so as to more effectively expand both business scope and consumer reach.”