

## January 2018

### 糖果 - China

“糖果市场的销售额终于出现反弹，但销量仍在下滑，原因在于越来越多的消费者降低吃糖果频率，或转向邻近品类或其他零食。

消费者零散的个人消费或送礼需求形成一种分散的竞争格局。无论品牌大小，糖果公司仍有机会通过以下方式提高竞争优势：强化健康功效和通过传达更多的互动体验增强情感依恋。”

— 吴丝，研究分析师

## December 2017

### Sugar Confectionery - China

“The sugar confectionery market has finally regained resilience in retail value, though volume sales are still in decline as more health-conscious consumers are cutting down consumption frequency or switching to adjacent categories or other snacks.

Consumers' scattered needs for either personal consumption or gifting speak volumes for the fragmented competition ...

## November 2017

### 婴幼儿辅食 - China

“婴幼儿饼干和零食是深受父母喜欢的婴幼儿辅食种类，使其成为吸引潜在用户的理想入门产品。强调包装婴幼儿食品的天然性举足轻重，而有助培养宝宝技能的产品对4-6个月的宝宝至关重要。”

— 倪倩雯，食品和饮料研究分析师

## October 2017

### Baby Supplementary Food - China

“Baby biscuits and snacks are well embraced by parents among the baby supplementary food category, which makes them perfect entry products to attract potential users. It is important to emphasise the naturalness of packaged baby food, while products designed for



## Food - China

developing babies' skills are important for babies aged  
4-6 months ...