

November 2021

健身人士 - China

“相较于购买健身相关服务，消费者更倾向于购买各种产品以追求有活力的生活方式。在营销宣传健身相关产品方面，‘运动营养’和‘自信’是能够虏获消费兴趣的关键词。运动营养价值可启发果蔬汁等常规饮料开展产品创新和升级。相互支持的健身社群是高端美容和运动服饰品牌在营销中诠释健身消费者渴望获得的自信时，需强调的重要特点。”

— 赵凌波，高级研究分析师

October 2021

The Fitness Consumer - China

“Consumers prefer buying various products to follow an active lifestyle over paying for fitness-related services. ‘Sports nutrition’ and ‘self-confidence’ are key words to capture spending interest when marketing fitness-related products. Sports nutrition values inspire common beverage types such as fruit and vegetable juice to innovate and upgrade. A supportive fitness ...

营养认知 - China

“消费者的营养需求将朝着‘智能化’不断演变。同时，消费者一方面需要减少潜在的不健康成分（如糖）的摄入，另一方面日益意识到摄入营养丰富的食物的重要性，未来这两项因素将变得同等重要。因此，营养相关领域的企业面临的未来机遇包括：寻找可行的解决方案，使个性化营养紧密契合消费者当前的健康状况，以及探索兼顾口味、品质和健康的‘积极营养’产品特性。”

— 刘文诗，高级研究分析师

September 2021

Nutrition Knowledge - China

“Consumers’ demand for nutrition will evolve to become ‘smarter’. At the same time, awareness of getting nutrient-rich food into the body will be as important as the need to cut potentially unhealthy ingredients (eg sugar). As a result, future opportunities for nutrition-related market players include finding feasible methods to make ...

肠道健康管理 - China

“肠道健康将不再仅仅事关预防消费者现阶段的身体健康问题。对大众消费者而言，尤其是刚步入中年的消费者，这将是健康变老的长期目标。对有肠道健康问题的人群而言，这不仅包括改善生活方式，还包括修复负责身体信号传递的部位。该市场未来的机遇在于多方面：通过肠道健康点引衰老管理的市场教育；强调益生菌对生活方式引起的肠道问题的整体益处；进行‘减法游戏’，剔除可能会损伤肠粘膜的成分。”

— 刘文诗，高级研究分析师

August 2021

Gut Health Management - China

“Gut health will evolve to be more than simply preventing physical health issues from happening in consumers’ current life stage. For mass market



Health and Wellbeing - China

consumers, especially the early middle-aged, they will have a long-term goal to achieve healthy ageing. For gut issue sufferers, this will include leading a better lifestyle but ...