October 2023

Nutrition Knowledge - China

"The era of intentional spending is expected to drive food and drink with health and nutritional positioning towards higher quality, as consumers are forced to reassess their real needs due to reduced discretionary funds. Meanwhile, consumers' desire for healing and slow living during the period of economic recovery will likely ...

August 2023

营养认知 - China

"审慎消费时代预计将促使具健康营养定位的食品饮料往更高品质的方向发展，这是由于可自由支配的资金减少，消费者将会被迫重新评估其真正需求。与此同时，消费者在经济恢复期对"疗愈""慢生活"的渴望，将可能为那些能帮助大家"慢下来"的健康概念带来发展机会，如中式滋补养生概念。"

– 刘文诗, 首席研究分析师

免疫力和肠道健康管理 - China

"消费者提升免疫力的策略已经从构建外部防御屏障演变成了打造健康、有活力的生活方式。品牌可以抓住这一即时的市场机遇，建立提升免疫力与有活力的生活方式之间的关联度，从而升级品牌形象。由于消费者尚未完全理解在日常生活中通过管理肠道来提升免疫力的重要性，品牌需要借助自身的想象力，并结合统一的行业定义，来阐释庞杂的概念，从而吸引潜在的消费者。"

– ——刘文诗，首席分析师

July 2023

Immunity and Gut Health Management - China

"Consumers' tactics for improving immunity have evolved from building external barriers to viruses to building a healthy and active lifestyle. Brands may seize this immediate market opportunity to link immune improvement with active lifestyles to upgrade their brand images. While consumers have not yet fully understood the importance of improving ...

June 2023

情绪健康管理 - China

"压力是当前中国消费者情绪问题的首要来源。无业人群、低收入者、年轻一代、独居消费者和新手妈妈被认为更容易受到心理问题的影响。如今，消费者正在通过更轻松、更可及的方式寻求情绪健康，如减压休闲活动、去寺庙以及线上心理诊断和治疗。品牌需要关注消费者日益增长的来自工作和竞争的压力。专注于增强脑力、助眠和补

中老年健康管理 - China

"鉴于《中国健康老年人标准》强调帮助中老年人在身体、心理和社会方面保持健康的重要性，因此对于希望打入中老年健康管理品类的公司与品牌而言，这3方面将是未来的发力方向。公司与品牌也应该顺应新冠疫情之后中老年人健康管理行为的变化（如具有体检需求、担心阳康后不宜进行健身运动），并适度改进旗下产品与服务从而

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充能量的功能创新，以及有关健康饮食促进心理健康的新理念的教育，将能够吸引具有整体健康意识的成熟消费者。"

Seniors' Wellbeing - China

"Given the standards for healthy Chinese older adults emphasises the importance of helping seniors live healthily physically, psychologically and socially, these three aspects will become the future directions for companies and brands that wish to tap into the seniors' wellbeing sector. Companies and brands should also 'listen to' seniors' health ...

提升适老化水平。"

– 刘文诗，首席分析师

Managing Emotional Wellbeing - China

"Stress ranks as the current top cause of emotional issue of Chinese consumers. The jobless, low-earners, young generations, solo-living consumers and new moms are seen as more vulnerable to mental issues. Consumers now are seeking for emotional wellbeing through more relaxing and accessible ways, such as de-stress leisure activities, going ...

May 2023

健康科技 - China

"消费者的健康意识越来越强，也期待健康科技能提供除了监测健康数据以外的更多功能。品牌有机会提供综合健康解决方案，支持消费者更有效地管理身心健康。通过全面的健康管理功能帮助消费者实现健康目标、采取健康的生活方式以及为消费者提供更专业的心理健康资源，是品牌需要探索的重点领域。"

– 许成维，研究分析师

健康生活趋势 - China

"视力问题再次成为排在首位的亚健康问题，因此眼部健康市场需求预计将有所增加。尽管多数消费者认识到了科技对其眼部健康所造成的影响，但人们的护眼需求会随着特定的人生阶段而有所不同。品牌有机会借鉴科技领域的护眼科学，同时基于重点人群特定的日常生活方式与其建立联系。"

– ——刘文诗，高级研究分析师

April 2023

Health Tech - China

"Consumers have become more health conscious and expect more from health tech than simply tracking their health data. Brands have the opportunity to provide comprehensive health solutions that can support consumers to manage both physical and mental health more effectively. Holistic health management functions to help consumers achieve their health ...

Trends in Health and Wellness - China

"The market demand for eye healthcare is expected to increase as eyesight problems once again become the number one sub-health issue. While the majority of consumers acknowledge the effects of technology on their eye health, their eye protection needs vary according to their specific life stage. Brands have the opportunity ...

儿童营养 - China

最新版儿童膳食指南比旧版内容更具体，其简单直白的表达方式将更好地帮助父母喂养孩子。企业和品牌也应将这些更新应用到创新和营销信息中，从而为父母提供支持。企业和品牌应专注于扩展饮水场景和教育吃蔬菜和水果的重要性。品牌也应关注到，消费者希望购买平价保健品，

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因此，未来将会出现更多针对全家健康需求的产品创新。
“

March 2023

Children's Nutrition - China

“The newest dietary guidelines for children are more specific than before, which will benefit parents with a more straightforward guide to feeding children. Companies and brands should adopt this change with innovations and marketing messages to support parents. They should focus on expanding the occasions for hydration and education on ...

Upcoming Reports

Attitude Towards Edible Beauty - China - 2023

The Fitness Consumer - China - 2023

健身人士 - 中国 - 2023年

Baby Nutrition - China - 2023

Health Supplements - China - 2023

保健品 - 中国 - 2023年

对口服美容的态度 - 中国 - 2023年

婴幼儿营养 - 中国 - 2023年

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