

## July 2023

## 白奶和调味奶 - China

面对2022年的挑战，白奶仍然增势良好。具有更丰富营养宣称的特色奶源牛奶越来越受欢迎。展望未来，进行口感创新以搭配其他食物将成为高端市场的另一重要需求。同时，风味奶应该抓住消费者认知提升的机会，定位为与牛奶具有相同的营养价值。

彭袁君，高级研究分析师

本报告分析以下问题：

## 预加工食品 - China

“预加工食品行业预计将继续稳步扩张，并将继续保持分散化的竞争格局。随着政府支持增加、人才素质提升以及对冷链物流发展的投资增多，整个行业将得以升级。品牌应该提升新鲜度认知，提供更多的产品选择，并考虑开设自己的线下门店。”

## 酸奶 - China

“由于消费者对益生菌的认识有限，简单易懂的宣传可以更好地传递冷藏酸奶所含的益生菌的益处，并彰显其不可替代性。冻酸奶形态和脱乳清酸奶天然浓厚的质地可作为新的创新方向以重新定义纵享体验并维持消费者的兴趣。同时，在减糖和纯净标签趋势下，配方中的人工甜味剂将成为下一个优化焦点。”

— 黄梦菲，研究分析师

## Yogurt - China

“As consumer awareness of probiotics is limited, direct and simple communication can better convey benefits of probiotics in chilled yogurt and establish its irreplaceability. Frozen yogurt and the natural thickness of strained yogurt can be new innovation directions to redefine indulgence and sustain consumption interest, while artificial sweeteners are next ...

## June 2023

## Milk and Flavoured Milk - China

"Facing challenged 2022, white milk still got good growth. Special sourced milk with richer nutrition claims is gaining popularity. In the future, innovation based on taste to pair with other food will be other important demand in high-end market. Meanwhile, flavoured milk should seize the chance that consumers' perception is ...

## Ready Meals - China

"The ready meal industry is anticipated to continue expanding steadily and to continue having a fragmented competitive environment. With improved government backing, talent quality, and investments in the development of cold chain logistics, the entire industry will be upgraded. Brands should provide a greater sense of freshness, a wider variety ...

## May 2023

## 中老年食品饮料消费趋势 - China

“未来几年，政策将对我国中老年人的生活产生重大影响。新冠疫情之后，免疫支持对中老年人而言仍是头等大事。帮助中老年人调整身心以便工作到65岁必将是未来的创新方向。”

——彭袁君，高级研究分析师

## 方便食品 - China

“新冠疫情的缓解导致方便食品品类的增速放缓。由于该品类面对日趋激烈的内部和外部竞争，品牌需升级其产品的口味和营养价值以展现独特卖点，借此吸引在疫情发生后对价格更为敏感的消费群体。”

— 殷如君，高级研究分析师

## Senior Food and Drink Solutions - China

“In the upcoming years, policies will have a big impact on the lives of China's elderly. After COVID, immunological support will continue to be a top priority for seniors. Helping senior people learn how to adjust physically and mentally to work up to the age of 65 will inevitably ...

**April 2023**

### Instant Foods - China

“The fading of the pandemic has slowed down the growth of the instant food sector. Faced with increasing internal and external competition, brands need to showcase unique selling points by upgrading the taste and nutrition of products to attract consumers who are more price-sensitive after the pandemic.”