

## August 2013

### 方便面 - China

中国方便面市场由台湾企业于20世纪90年代建立，如今该市场可以说已趋于成熟。21世纪中期以来，方便面的年均复合增长率徘徊在5%左右的水平，与中国的其他许多食品市场相比略显疲弱。

## June 2013

### 传统中式零食 - China

中国消费者几乎都有食用零食的习惯，这反映了中国的传统饮食文化。因此，中国零食市场产品和品牌异常繁多，很多制造商都将业务中心瞄准该市场。尽管中国传统零食产品的消费通常集中于节日和庆典活动，特别是中国农历新年（春节）等中国传统节日，但是，随着中国经济的崛起和中国消费者生活习惯的改变，现在中国传统零食的消费更加根深蒂固地融入了消费者的日常生活。

## May 2013

### Traditional Chinese Snacks - China

“Given the growing diversity of consumers’ snacking habits, in terms of locations and occasions, there are opportunities for manufacturers to create new snacking environments, for example by encouraging more daytime snacking in the office, or when on the go.”

## April 2013

### 成分趋势 - China

中医主要依靠食用天然食物来调理人体；在中医理论传承数千年的历史中，人们普遍认为食物不仅可以提供营养，而且也是健康生活方式的关键所在。这种为食物赋予功能的传统为现代功能食品提供了强劲的发展平台，但同时也给功能食品的发展带来了激烈的竞争压力。

## March 2013

### Salty Snacks - China

### Instant Noodles - China

“As an increasing number of snack options in China continue to snare consumer interest, the image of noodles as first and foremost a convenience product poses a challenge. However, there is scope for premium and healthier instant noodles to support growth if they can meet the demands of the growing ...

### 咸味零食- 中国 - China

2012年中国咸味休闲食品的零售市场销售量达到了18.854亿公斤，销售额为人民币1,808亿元。2007至2012年间，该市场的销售量年均复合增长率(CAGR)为12.6%，而同期销售额的年均复合增长率为14.7%。支持该市场强劲销售业绩的是消费者对咸味休闲食品的旺盛需求，尤其是中国农历新年（也称为春节）时对坚果和炒货的高消费量。

### Ingredient Trends - China

## Food - China

“The plethora of brands and products in the salty snacks category has meant that brands often find it difficult to get the attention of shoppers on the crowded supermarket shelves. The emergence and popularity of salty snack food speciality stores as a sales channel has given brands a one-stop platform ...

“Due to the vast geographical area of China, food and beverage products have regional differences in raw ingredients, flavours and cooking methods, resulting in noticeably different local food cultures. With local flavours remaining popular among consumers, awareness of and the ability to adapt to local tastes remain important for food ...