

June 2018

早餐 - China

“营养和安全是消费者对早餐的两大基本要求。早餐市场的销售额势必保持增势。推出更便捷省时的早餐将为市场带来更多发展机遇；此外，丰富中国消费者的早餐食品选择，或许也可为品牌带来商机。”

— 李梦，研究副总监，食品与饮料

May 2018

Breakfast Foods - China

“Nutrition and safety are the two basic requirements for consumers when choosing breakfast. While the market value will certainly keep growing, the impetus to drive more business opportunities lies in providing convenience and saving time on preparing breakfast; moreover businesses may have an opportunity of adding more diversity to Chinese ...

冰淇淋和甜品店 - China

“得益于新品牌和单品店品牌的不断发展，中国冰淇淋和甜品店市场在过去5年内增长稳健。但酸奶冰淇淋等较小众产品仍有市场发展潜力。消费者渴求独特有趣的体验，因此品牌可尝试举办一些互动活动（如DIY体验）来吸引消费者参与。”

— 陈杨之，研究分析师

April 2018

Ice Cream and Dessert Shops - China

“China's ice cream and dessert shop market has enjoyed robust growth in the last five years, helped by the growth of new and more specialised brands; however, there's still room for more niche products, such as frozen yogurt. As consumers are craving unique and fun experiences, exploring interactive experiences, such ...