

July 2018

对运动营养的态度 - China

“中国运动营养市场仍处于起步阶段，不如西方市场成熟。消费者对运动营养缺乏了解。制造商可重点吸引专业运动人士和健身爱好者以渗透市场。随着人们的运动营养知识和运动/健身专业水平不断提高，长期而言，对中国运动营养市场可以保持乐观。”

June 2018

Attitudes towards Sports Nutrition - China

“The Chinese sports nutrition market is still in the very early stage, not as mature as the Western markets. Consumers lack knowledge about sports nutrition. Manufacturers can penetrate the market by targeting mainly sports professionals and lovers. With growing knowledge of sports nutrition and professional level of doing sports/exercise ...

婴幼儿配方奶 - China

“随着越来越多的品牌完成配方注册，婴幼儿配方奶市场将趋于稳定。寻找新途径提高线上渠道的竞争力变得至关重要。消费者在选择高端婴幼儿配方奶时最看重其实用性功效，如营养价值。”

- 李梦，研究副总监，食品与饮料

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将保持增势。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

Infant Milk Formula - China

“As more and more brands have passed formula registration, the IMF market will see a more stabilised situation. Seeking new solutions to enhance competitiveness on online channels becomes crucial. When considering premium products, practical benefits such as nutrition are always the major criteria.”

- Cheryl Ni, Research Analyst, Food & ...

发酵软饮料 - China

“消费者健康饮食意识不断提高，生产商坚持创新以求发展。受这两方面的影响，发酵软饮料市场呈上行之势，有

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 ...

节庆食品 - China

“节庆食品的重要性与食品是否有节庆主题的外包装无关，而是食品与节庆之间最根本的关联。正是这些关联驱

望成为中国饮料市场的一大品类。”

— 李梦，研究副总监，食品与饮料

策消费者在节庆期间自用或赠送节庆食品。虽然在口味、包装、配方等层面上有创新的必要，但品牌仍不该忘失其产品需更能彰显各个节庆所代表的社会价值与意涵。”

April 2018

Festive Foods - China

“The essential of festive foods isn’t about putting the products in a festival-themed package, but the intrinsic connection with festivals. It is these connections that drive consumers’ consumption and gifting of festive foods during festivals. Innovations around flavours, packaging and formula are necessary, but brands shouldn’t forget to enhance the ...

Fermented Soft Drinks - China

“The growing awareness of healthy diet from consumers, together with the motivation for innovation to drive the business from manufacturers, has contributed to the rise of fermented soft drinks, which have the potential to become a main sector in China’s drinks market.”