

July 2017

冰淇淋 - China

“来自非零售渠道的挑战迫使冰淇淋生产商通过强调天然和成分真实为市场注入更多新鲜刺激。与此同时，消费者也仍然看重纵享时刻，因此这方面不能妥协折扣。冰淇淋有机会成为心情食品溢价销售，舒缓年轻一代的紧张生活。”

— 倪倩雯，食品和饮料研究分析师

早餐 - China

消费者越来越倾向于在外面吃早餐，方便、性价比高和早餐种类多样的便利店尤其受欢迎。其他售卖早餐的场所可通过提供更多的每日特惠早餐来提高竞争力。同时，消费者习惯于吃中式早餐，外国企业可考虑在流行的西式早餐食品中添加中式养生食材或口味，以提高吸引力。”

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Ice Cream - China

“The challenges from non-retail channels urge ice cream manufacturers to bring more excitement, by emphasising naturalness and authenticity. In the meantime, consumers are still looking for indulgence, which should not be compromised. There is scope for ice cream as a mood food with a premium price, to sooth the stressful ...

巧克力 - China

“中国消费者吃巧克力主要是为了提升心情，而不是当作零食，因此，推出更像零食的巧克力应会增加消费量。厂商可在巧克力中添加坚果、水果干或膨化谷物等消费者喜爱的健康零食食品，这种方法不仅能丰富产品口味和带来健康益处，而且也能天然降低巧克力的脂肪和糖含量（这两方面是消费者的主要顾虑）。”

— 杨晴，高级研究分析师

Chocolate Confectionery - China

“Chinese consumers primarily consume chocolate to enhance the mood rather than as a snack, so making chocolate more snack-like should potentially expand the usage. Manufacturers can include popular healthy snack foods such as nuts, dried fruits, or puffed grains to not only add flavour and health benefits to the product ...

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Breakfast Foods - China

“Consumers are shifting to out-of-home breakfast venues, especially convenience stores, which offer convenience, value for money and a variety of choices. Other out-of-home breakfast venues can offer more daily specials to improve their competitiveness. At the same time, consumers are sticking to Chinese foods at breakfast, and international players should ...