

November 2019

坚果和种子 - China

"坚果和种子市场的增速放缓不应被看做是饱和的表现；相反，进一步刺激市场增长的机会在于让坚果和种子与其他食物和饮料品类更为兼容，成为其配料甚至是基底。有益健康的坚果种子是又一机会，因为它们可以满足成熟消费者目前没有被满足的需求。有益健康既可以通过‘减’（如低脂肪、低盐），也可以通过‘加’（如高蛋白、高纤维）的宣称来体现。"

October 2019

果汁和果汁饮品 - China

"作为一个不断发展的市场，果汁品类的增长依赖于消费者的健康意识，并由先进的制造工艺和运输系统推动。纯果蔬汁正蚕食果汁饮品的市场份额，提示了品类高端化的发展方向。消费场景的增加和重复购买对品类增长至关重要。营养和功能性成为消费者购买的触发因素，两者也都有助于扩张果汁的消费场景。"

— 吴珍妮，研究分析师

September 2019

Nuts and Seeds - China

"The slowing down of the nuts and seeds market should not be interpreted as saturation; instead, the opportunities for further stimulating growth lie in making nuts and seeds more compatible with other food and drink categories as ingredients and even bases. BFY nuts and seeds is another opportunity as they ...

Juice and Juice Drinks - China

"As a growing market, the juice category is led by consumers' health consciousness and driven by advanced manufacturing and transportation techniques. Pure juice chips away at juice drinks in share and indicates the direction of premiumisation. Increasing consumption occasions or repeat purchase is critical for category growth. Nutrition and functionality ...

酸奶 - China

"总体来说，中国消费者更多的把酸奶看作功能性食品。尽管常温酸奶增长更快，但其处境尴尬，需找到更加合适的定位，因为消费者将会意识到其功能的局限性；而冷藏酸奶要想和常温酸奶差异化竞争，则需通过具体的功效，打造高附加值的形象。"

— 阿芳，研究分析师

August 2019

Yogurt - China

馈赠食品 - China

Food and Drink - China

“Generally speaking, consumers in China regard yogurt more as a functional food. Although ambient yogurt is growing faster, it faces the dilemma of finding a suitable positioning, as consumers will realise its limitations in terms of functionality; as for chilled yogurt, to distinguish from ambient yogurt, a high added-value image ...

Gifting Foods - China

“Premium fruit, nuts, and dairy drinks have gained popularity in the gifting food/drink industry. There are fewer buyers choosing nuts and yogurt as gifts compared to fruit and milk. One way of increasing purchase is offering bundle deals of nuts and yogurt. In addition, nuts businesses could target niche ...

预加工食品 - China

“消费者主要根据营养和原料等内在因素来衡量预加工食品的健康价值，此外，他们也关注成分表。利用上述要素来升级产品是时下的一种趋势。同时，消费者还关注较短的保质期，因此冷藏预加工食品在未来或有更好的商机，尤其是在鲜食应用软件、便利店和社区店蓬勃发展的情况下。”

“高档水果、坚果和乳制品饮料在馈赠食品饮料行业中备受欢迎。与水果和牛奶相比，较少消费者选择坚果和酸奶作为赠礼。提高购买的方法之一是推出捆绑组合。此外，坚果企业可以瞄准保健品和代餐等小众市场。而且，三线城市是发展馈赠坚果和酸奶的潜力市场。”

运动和能量饮料 - China

“消费者对运动健身的认知度和参与度不断提高，推动了运动和能量饮料市场的稳健增长，但随着更多的饮料包含了健康方面的功能性宣称，为了与之相抗衡，运动和能量饮料需要巩固其在定位和便利性方面的优势。”

— 李梦，研究副总监

巧克力 - China

“中国巧克力市场受益于电商发展，但仍需要更多创新。零售单价上涨有助于零售额增长，这折射出产品高端化趋势。消费者日益增长的健康意识，对巧克力质量提出更高要求。为了迎合市场和保持竞争力，品牌一直探索电商渠道，调整自身营销战略并不断创新”。

— 吴珍妮，研究分析师

July 2019

Sports and Energy Drinks - China

“Continuously growing awareness and participation of sports and fitness drive the robust growth of sports and energy drinks, but as more drinks include functionality claims related to health, sports and energy drinks need to reinforce their strength on positioning and convenience to compete against them.”

— Loris Li, Category ...

Ready Meals - China

“Consumers evaluate the healthiness of ready meals based more on intrinsic factors, such as nutrition and ingredients; they also pay attention to labels. Upgrading products leveraging these elements is a current trend. Meanwhile, consumers are also paying attention to short shelf life, so chilled ready meals may have a better ...

Chocolate Confectionery - China

“The Chinese chocolate market is benefiting from e-commerce but still requires more innovation. The rising price per retail unit has contributed to retail sales value growth, and reflects the trend towards product premiumisation and consumers' increasing health consciousness, which is creating higher demands on chocolate quality. In order to cater ...