

## January 2023

### 速溶，挂耳，胶囊咖啡 - China

“消费者日益浓厚的兴趣以及令人兴奋的市场新品推动中国咖啡市场的增长。一方面，消费者希望进一步探索咖啡的风味，以满足他们的好奇心；另一方面，他们也在不断寻求有益于其身心健康的产品。与此同时，鉴于该市场已经充斥着以女性为导向的营销，关注尚未饱和的男性市场或许可以开辟新机遇。”

— 张辰钰，高级研究分析师

## December 2022

### Instant, Drip Bag and Pod Coffee - China

“Increasing consumer interest and exciting new market offerings facilitate the growth of the coffee market in China. On the other hand, consumers expect further exploration of coffee flavours to satisfy their curiosity, while on the other they constantly look for products that are beneficial to their wellbeing, both physically and ...

### 功能性饮料 - China

“管理消费者对功能性饮料功效的期望是产品创新和宣传的关键。知名中药成分能赢得消费者的喜爱，并且可以通过将功能性饮料纳入健康管理流程，帮助消费者养成长期消费习惯。新品研发重点需要转向整体身心健康，引导消费者建立健康的生活方式。”

— 黄梦菲，研究分析师

## November 2022

### 瓶装水 - China

“受新冠疫情带来的不确定性影响，出行消费场合的减少威胁着瓶装水市场。调味水和气泡水的人气上升。适用于细分场景和细分消费者的产品将成为未来创新的方向。高颜值包装有助提高产品的价值并营造仪式感，特别是针对直接饮用的场合。”

— 彭袁君，研究分析师

### Functional Drinks - China

“Managing consumers' expectations regarding the efficacy of functional drinks is the key to product innovation and communication. Well-known TCM ingredients can win consumers' affinity and benefit the establishment of long-term consumption habits by incorporating functional drinks into health management routines. The new product development focus needs to shift to holistic ...

### Bottled Water - China

“Less on-the-go consumption occasions, due to the uncertainty of COVID, poses a threat to the bottled water market. Flavoured water and sparkling water have witnessed increased popularity. In the future, products for segmented occasions and consumers will be the innovation direction. Good-looking packaging can help add value as well as ...