

## November 2020

### Purchasing Food And Drink For Children - China

“The shrinking child population and the growing issue of childhood obesity in China is pressuring brands and companies to help parents with premiumised food and drink which accentuates naturalness, nutrient-dense, and functionality in weight management. Meanwhile, long-beloved ‘unhealthy’ food and drinks could still preserve their market share by incorporating superfoods ...

## January 2020

### Consumption Habits Of Alcoholic Drinks - China

“The unshakable leading position of baijiu does not mean the alcohol category has remained unchanged. The growth of Western spirits and the shift in purchase channels remind current players to stay vigilant. As the young generation become more important to the category, innovation answering their needs may serve as inspiration ...

### 酒精饮料的消费习惯 - China

“白酒的主导地位不可撼动，并不意味着酒品类一成不变。西方烈酒的发展和购买渠道的格局变化提醒从事该行业的企业应保持警觉。由于年轻一代对该品类越来越重要，满足该群体需求的创新或将成为进一步增长的灵感所在。”

## December 2019

### 保健品 - China

“疾病预防意识的提升和老龄人口的增加将助力保健品市场未来的增长，但消费者对于保健品效果的顾虑是品牌进一步增长的最大障碍。提供多重沟通渠道并与消费者建立更深层次的关系至关重要。利用高端成分和创新形态升级产品也有助于品牌打造竞争优势。”

- 鲁睿勋，研究分析师

### Health Supplements - China

“Continuously rising awareness of disease prevention and the expanding ageing population will ensure the future growth of the health supplements market, but consumers’ concerns about reliability and effectiveness of health supplements are the biggest obstacles to brands’ further growth. It’s important to provide various communication channels and build deeper relationships ...

## November 2019

### 软饮料趋势 - China

“对高端品质和健康功能性软饮料的持续性需求是该市场在2018-2019年增速高达7.6%的关键动因。添加营养、升级加工技术保留的新鲜度和增强美容功效等‘加法’因素可能对品牌和企业保持竞争力十分重要，因为仅有一种高端特质的产品很难满足消费者。同时，天然甜味剂或代糖可

以作为缓解有关糖分担忧的替代成分。”

— 徐文馨，高级分析师

### October 2019

#### Soft Drink Trends - China

“The ongoing demand for premium quality and healthy, functional soft drinks is a key driver behind a 7.6% growth rate in market value from 2018 to 2019. ‘Plus’ factors such as added nutrients, freshness from upgraded processing techniques, and beauty enhancements could be critical for brands and companies to ...