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孕期营养 - China

“孕期营养市场的潜力巨大。更加均衡地以及用科学的方法摄取营养的理念，为该市场的发展奠定了基础。许多新竞争者已纷纷入局孕期营养市场，包括婴幼儿配方奶品牌和乳企。培养消费者对品牌的信任至关重要，因为这能有助于建立品牌粘度。渠道整合为消费者提供定制化服务和更好的用户体验，并且也有助于促进线下销售。”

- 吴珍妮，研究分析师

Nutrition for Pregnancy - China

“The market potential of pregnancy nutrition is promising. The concept of a more balanced and scientific approach to nutritional intake has provided the foundation for segment growth. The pregnancy nutrition market has seen the entry of multiple new players, including infant milk brands and dairy enterprises. Cultivating consumers’ trust in ...

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