

January 2020

婴幼儿辅食 - China

“随着更严格的法规出台，现在家长对于以包装婴幼儿辅食喂养孩子更有信心。未来5年，伴随家长的强烈升级意愿，市场总体销售额预期将维持稳健增长。市场上采用有机、本土、功能性宣称的产品引发更多的关注。在挑选产品时，消费者变得更加理性，并且着重考虑最适合宝宝的产品。他们对新兴购买渠道和信息来源的态度开放，使营销人员和目标消费群体间的互动更丰富多样。”

— 吴丝，研究分析师

January 2019

葡萄酒 - China

“备受全球减产，社会大众缺乏鉴赏能力的压力，中国葡萄酒市场进入调整期。随着更多企业受有利贸易协定鼓舞而进入市场，消费者现在在多种不同的渠道里可见到琳琅满目的选择。品牌的商业机遇在于它们能否以较低的门槛让消费者品鉴，或是以创新的消费场合吸引到更多的消费者。”

— 徐文馨，高级研究分析师（食品和饮料）

Wine - China

“Under the pressure of reduced global supply and lack of appreciation from the mass market, wine in China is entering a phase of adjustment. With more players encouraged by favourable trade deals entering the market, consumers are presented with abundant selections from various channels. The opportunities for players reside in ...

西式烹饪和烘焙习惯 - China

“通过出国旅游和网上交流，中国消费者接触到了更多外国饮食文化，越来越多的中国消费者采纳了西式烹饪和烘焙的生活方式。与此同时，也有不少人认为西式烹饪和烘焙很复杂且需要额外的电器设备，因此望而却步。品牌可以从技术的角度提供支持，比如给新手提供更多的融合菜品的菜谱选择。另外，同样重要的是给消费者提供更多与志同道合的人交流并庆祝各自成果的机会，以此燃起消费者的热情，尤其是关注那些有类似增进亲子互动或保持健康等明确目的的消费者。”

啤酒 - China

“从某种程度而言，中国消费者有兴趣了解如何品鉴啤酒。他们开始‘懂得喝’啤酒、关注啤酒口味，而不仅仅将啤酒作为简单的“佐餐伴侣”。对啤酒公司而言，如何把握这一变化，通过产品研发、营销及零售渠道与消费者就啤酒文化进行交流沟通，对抢占先机显得尤为重要。”

— 李润阳，研究分析师

中式烹饪习惯 - China

“事实上，如今在家做饭、吃饭更像是一种家庭活动和一种生活方式的选择，它不仅再只是为了填饱肚子，更在于增进夫妻和亲子感情。消费者在挑选酱油等食品时想要避免一些“有害”的成分，比如转基因成分、盐和味精。但是，对于成熟消费者，尤其是富裕消费者来说，仅仅去除不健康成分的做法差强人意；厂商和品牌可以量体裁衣，满足这类消费者对营养成分、消费体验和有效信息渠道的需求。”

— 阿芳，研究分析师（食品和饮料）

— 吴丝，研究分析师

December 2018

Western Style Cooking and Baking Habits - China

"With more exposure to foreign culinary cultures through outbound travel and social exchanges online, more and more Chinese consumers adopt Western style cooking and baking as a lifestyle choice. While at the same time, presupposition that it is complicated and requires additional appliances prevents many from putting their hands to ...

Chinese Style Cooking Habits - China

"In fact, cooking and eating at home nowadays is more like a family activity or something of a lifestyle choice, it is not just for filling the belly but something that can strengthen the bonds between couples, between kids and parents. When selecting food such as soy sauce, consumers try ...

西方烈酒 - China

"中国中产阶级的兴起加快了中国西方烈酒市场的复苏。消费者迅速接受了电商渠道并受到西方文化的影响，为品牌带来了机遇与挑战；经营者需探索将西方烈酒融入现代生活的方式。品牌可推出更复杂精细的产品，以吸引那些对该品类有所了解的消费者。"

— 徐文馨，高级研究分析师，食品和饮料

November 2018

Health Supplements - China

"Parents have the intention to purchase health supplements for their children, especially probiotic supplements. Brands should develop a professional and international brand image to earn consumers' trust, particularly since e-commerce is emerging. Enhancing product options and innovations is also important to attract consumers."

— Vicky Zhou, Research Analyst

Beer - China

"To some extent, Chinese consumers are interested to know how to evaluate beer. They have begun to taste the beer and pay attention to the flavour of the beer, not just as a simple food companion. For beer companies, how to grasp this change to communicate with consumers on beer ...

保健品 - China

"父母有意为孩子购买保健品，特别是益生菌保健品。品牌需要打造一个专业和国际的品牌形象以赢取消费者的信任，特别是随着保健品电子商务的影响。为了吸引消费者，扩大产品选择和加大创新也必不可少。"

Western Spirits - China

"The rising middle-class is fuelling the accelerating recovery of Western spirits in China. With fast adoption of e-channels and growing Western cultural influence, both opportunities and challenges are presented to market players; operators need to find a way to make Western spirits fit into modern Chinese lifestyles. The consumer groups ...

软饮料趋势 - China

"消费者会根据不同的消费场合选择不同类型的软饮料，这对制造商而言是好消息，因为它们可以根据锁定的消费场合将产品差异化。从创新角度来看，有低糖或低卡等减少含量的宣称的产品不足以迎合消费者对健康的需求。营养价值不论是天然还是额外添加，都是让消费者对新产品感兴趣的一个关键。提神等附加功效则是让企业在市场竞争里领先的另一个关键。"

— 李梦，研究副总监，食品和饮料

Food and Drink - China

咖啡 - China

“包装咖啡生产商和现冲咖啡零售商之间的界限日益模糊，为该品类带来更多不确定因素——更不用说雄心勃勃的‘新零售’品牌了。不断提高的饮用频率意味着咖啡在中国市场仍有发展空间。清洁标签对消费者有吸引力，是带动高端化的一大特征。”

— 李梦，研究副总监，食品和饮料

Coffee - China

“The blurring boundary between packaged coffee manufacturers and freshly-brew coffee retailers brings more uncertainties to the category, let alone the ambitious ‘new retail’ players. Growing consumption frequency signifies that there is still space that coffee can stretch into in China. To drive premiumisation, clean label claims can be appealing.”

October 2018

Soft Drink Trends - China

“Consumers choose different types of soft drinks according to the drinking occasion, which is good news for manufacturers as they can differentiate their products based on the consumption occasion targeted. For innovation, products with minus claims such as low sugar or low calories are not enough to meet consumers’ demand ...

涂抹酱和蘸酱 - China

“消费者在购买决策过程中最看重产品原料，52%的消费者表示愿意购买纯天然原料的产品。但是，很多消费者不愿意为了健康而牺牲美味，说明兼具美味和健康的产品将大有市场机遇。”

— 李润阳，研究分析师

September 2018

Spreads and Dipping Sauces - China

“Ingredients are the most crucial factor in consumers’ decision-making process, with 52% of consumers saying they would like to buy spreads or dipping sauce if the product uses natural ingredients. However, a great number of consumers aren’t willing to compromise on healthiness for better flavours, suggesting opportunities for healthy products ...

速冻和冷藏预加工食品 - China

“近年来，预加工食品市场面临来自餐饮外卖服务和新零售的压力，其市场前景备受质疑。尽管如此，英敏特认为该品类仍然大有市场潜力。一些领先品牌的产品创新努力也的确初显成效。

不过，品牌需下更大功夫扭转消费者的认知。消费者目前仍认为食用预加工食品只是为了快速充饥。但是，随着消费者日益追求美味可口，营养均衡的正宗美食，预加工食品未来可以发挥更大作用。英国和日本的预加工食品市场就做到了这一点——两大市场不断推进市场教育，让消费者认识到预加工食品也可以作为在家偶尔享用的美食。”

— 徐如一，北亚区报告总监

酸奶 - China

“纵使今年中国消费者的酸奶使用频率比去年低，但是中国酸奶市场上的常温及冷藏两个品类的增长仍会持续。在风味和质地上的积极创新及新产品形式的引进都将成为主要动力，推动高端化趋势。区域品牌已经开始加入全国市场的竞争行列，这对市场的良性持续发展不失为一则好消息。”

— 李梦，研究副总监，食品与饮料

August 2018

Frozen and Chilled Ready Meals - China

“Although the market prospects of ready meals have been questioned in recent years, especially given the competitive pressure from food delivery services and New Retail, Mintel believes the category still has strong potential. Indeed some leading players’ efforts with new product innovation are already paying off.

What players need to ...

对慰藉食物的态度 - China

“慰藉食物在中国市场大有发展良机，因为英敏特调查显示，中国消费者普遍会通过吃东西调节心情并了解食物对心情的影响。品牌（尤其是零食品牌）可从调节心情的功效角度出发吸引消费者，提高品牌知名度。”

— 李梦，研究副总监，食品和饮料

Yogurt - China

"Although consumers’ consumption frequency is lower than last year, China’s yogurt market will keep growing in both the ambient and chilled sectors. The active innovation in flavour and texture, and the introduction of new product formats will be the main impetus, driving the premiumisation trend. Local brands have started to ...

坚果和干果 - China

“坚果享有健康美味的形象，大受消费者欢迎，但市场上坚果产品的口味有待多元化。干果品类可能会受益于冻干技术的发展，酥脆口感度进一步提高，而酥脆的口感是目前消费者眼中高端的产品特征。坚果和干果品类未来发展的关键在于让产品变得既健康又纵享。”

— 刘唱，研究分析师

July 2018

Attitudes towards Comfort Foods - China

“There is a good opportunity for comfort food in China as Mintel research shows using foods to adjust the mood is a widely recognised practice by Chinese consumers and there is a wide acknowledge of the impact of food on people’s mood. Businesses, especially snack brands, can communicate on the ...

对运动营养的态度 - China

“中国运动营养市场仍处于起步阶段，不如西方市场成熟。消费者对运动营养缺乏了解。制造商可重点吸引专业运动人士和健身爱好者以渗透市场。随着人们的运动营养知识和运动/健身专业水平不断提高，长期而言，对中国运动营养市场可以保持乐观。”

Nuts and Dried Fruits - China

“Nuts are welcomed by consumers because of their healthy and tasty image, however more diversified flavours of nuts are needed in the market. The dried fruits category is likely to benefit from freeze-drying technology, which adds a crispiness which is currently seen as premium. The future of nuts and dried ...

June 2018

Attitudes towards Sports Nutrition - China

早餐 - China

Food and Drink - China

“The Chinese sports nutrition market is still in the very early stage, not as mature as the Western markets. Consumers lack knowledge about sports nutrition. Manufacturers can penetrate the market by targeting mainly sports professionals and lovers. With growing knowledge of sports nutrition and professional level of doing sports/exercise ...

“营养和安全是消费者对早餐的两大基本要求。早餐市场的销售额势必保持增势。推出更便捷省时的早餐将为市场带来更多发展机遇；此外，丰富中国消费者的早餐食品选择，或许也可为品牌带来商机。”

— 李梦，研究副总监，食品与饮料

婴幼儿配方奶 - China

“随着越来越多的品牌完成配方注册，婴幼儿配方奶市场将趋于稳定。寻找新途径提高线上渠道的竞争力变得至关重要。消费者在选择高端婴幼儿配方奶时最看重其实用性功效，如营养价值。”

— 李梦，研究副总监，食品与饮料

May 2018

Infant Milk Formula - China

“As more and more brands have passed formula registration, the IMF market will see a more stabilised situation. Seeking new solutions to enhance competitiveness on online channels becomes crucial. When considering premium products, practical benefits such as nutrition are always the major criteria.”

— Cheryl Ni, Research Analyst, Food & ...

Breakfast Foods - China

“Nutrition and safety are the two basic requirements for consumers when choosing breakfast. While the market value will certainly keep growing, the impetus to drive more business opportunities lies in providing convenience and saving time on preparing breakfast; moreover businesses may have an opportunity of adding more diversity to Chinese ...

发酵软饮料 - China

“消费者健康饮食意识不断提高，生产商坚持创新以求发展。受这两方面的影响，发酵软饮料市场呈上行之势，有望成为中国饮料市场的一大品类。”

— 李梦，研究副总监，食品与饮料

节庆食品 - China

“节庆食品的重要性与食品是否有节庆主题的外包装无关，而是食品与节庆之间最根本的关联。正是这些关联驱使消费者在节庆期间自用或赠送节庆食品。虽然在口味、包装、配方等层面上有创新的必要，但品牌仍不该忘失其产品需更能彰显各个节庆所代表的社会价值与意涵。”

April 2018

Festive Foods - China

“The essential of festive foods isn't about putting the products in a festival-themed package, but the intrinsic connection with festivals. It is these connections that drive consumers' consumption and gifting of festive foods during festivals. Innovations around flavours, packaging and formula are necessary, but brands shouldn't forget to enhance the ...

Fermented Soft Drinks - China

“The growing awareness of healthy diet from consumers, together with the motivation for innovation to drive the business from manufacturers, has contributed to the rise of fermented soft drinks, which have the potential to become a main sector in China's drinks market.”

乳制品消费趋势 - China

“乳制品市场整体稳健增长，其中不同品类表现各异。奶酪和酸奶品类的市场表现良好，而牛奶、冰淇淋和黄油则相形见绌。而且，消费者对不同乳制品的认知大相径庭，对奶酪的健康功效明显缺乏了解。乳制品市场大兴跨界创新之风，因为跨界创新产品并不会取代原有乳制品的市场地位，反而会巩固其发展。”

— 陈杨之，研究分析师

儿童食品饮料购买 - China

“由于均衡饮食观念变得更受欢迎，现在已不是所有家长都会要求孩子按照严格的饮食规定。屈服于孩子的要求并偶尔买些不健康的零食不再是件坏事，因为有些家长认为孩子开心、独立且觉得自身的需求受尊重更为重要。”

— 马子淳，副总监

March 2018

Purchasing Food and Drinks for Children - China

“As the concept of a balanced diet becomes popular, not all parents are interested in implementing strict rules on their child's diet. Giving in to children's requests and occasionally buying unhealthy treats is not always seen as a bad decision because some parents think that raising a happy, independent child ...

Dairy Consumption Trends - China

“The dairy market as a whole is growing stably while different categories have very different performances. Cheese and yogurt are the winning categories, while milk, ice-cream and butter & yellow fats are performing less well by comparison. On the other hand, consumers have very different perceptions towards different dairy products ...

植物蛋白饮料 - China

“为与乳制品及其它饮料竞争，植物蛋白饮料需更展现其具营养功效的美味饮品。此外，厂商可以通过推出更多不同风味的产品，或将新成分如腰果等带进市场来吸引消费者的兴趣并增加饮用量。”

— 黄一鹤，研究分析师

February 2018

Plant Protein Drinks - China

“The plant protein drinks industry needs to reinforce its image as a tasty drink with nutritional benefits to compete with other beverages including dairy drinks. In addition, launching more flavoured variants and introducing new ingredients such as cashew could help to boost appeal and increase consumption.”

— Yihe Huang ...

零食消费趋势 - China

“尽管当今消费者的健康意识明显不断增强，但仍有高达80%的被访者表示吃零食带来的并不是负罪感，而会让心情更愉悦。这说明零食创新不必局限于推出更健康的产品。消费者对真正的纵享体验有切实需求。英敏特调查显示，零食在帮助消费者享受欢乐时光、摆脱生活压力方面的作用日益突出。”

— 徐如一（中国区研究部总监）

January 2018



Food and Drink - China

Consumer Snacking Trends - China

“Despite the increasing propensity to be health conscious among today’s consumers, as high as 80% of people still say snacking makes them happy rather than guilty, suggesting snacking innovation isn’t just about healthy-driven, better-for-you products. There is a true demand for real indulgence, especially as Mintel’s research reveals that snacking ...