

October 2015

婴幼儿辅食 - China

“强调自然性和纯净性、充分利用有机成分的优势，以及拓展更多具有方便和辅助性质的食用场合都是提高中国市场婴幼儿辅食消费量的可行方式。”

— 刘欣琪，研究分析师

September 2015

Baby Supplementary Food - China

“Emphasising naturalness and purity, harnessing the benefit of organic ingredients, and expanding more eating occasions with convenient and complementary nature are all possible ways to boost the usage of baby supplement food in China.”

Yogurt - China

“Innovation to enrich an indulgent yogurt-drinking experience will drive further growth, since yogurt will be consumed on more casual occasions. Meanwhile, businesses can seek opportunities in different market segments by providing more appealing products to fulfil consumers’ specific needs. Manufacturers are required to provide detailed product information to convince consumers ...

酸奶 - China

“随着酸奶将是更多休闲场合的选择产品，因此，能够带来美味享受的酸奶产品创新将继续拉动市场的进一步发展。与此同时，商家可以通过提供更具吸引力的产品，以满足消费者特定的需求，从而寻求不同细分市场的商机。生产商需要提供更详细的产品信息，从而使消费者相信产品的功效”。

— 刘超伦，高级研究分析师