

July 2020

新冠疫情后的免疫力管理 - China

“新冠肺炎让消费者更关注免疫力相关产品和服务，但是很多产品的可信度较低。品牌可采用多渠道互动营销，携手行业专家（如营养师、医生和健身教练），通过其代言提升产品宣称的可信度。由于免疫力管理市场拥挤，品牌还可瞄准消费者对产品更高端的需求（如对新场合和新配方的兴趣），推进产品创新，谋求脱颖而出的机遇。此外，消费者对很多‘速效’宣称心存疑虑，说明融合产品和服务的解决方案能更好地满足消费者对全面进行免疫力管理的渴求。”

— 刘文诗，研究分析师，2020年6月18日

植物基饮食（含新冠疫情分析）- China

“植物基食品和饮料包装上的醒目标签能给消费者留下来清洁、新鲜的印象，植物基食品和饮料可从中受益。疫情之后，消费者迫切地想要增进身心健康，同时对美味诱人的创新兴趣浓厚，这给植物蛋白饮料中的优质成分和肉食替代品的登场带来了机会。尽管新冠疫情带来了经济上的不稳定性，但创新植物肉的主要受众群体是相对富裕的人群。对于心怀抱负，想要开辟新的疆域的企业来说，这意味着机会。”

— 徐文馨，高级分析师，2020年5月31日

Immunity Management After COVID-19 - China

“While concerns over COVID-19 have increased consumer interest in immune health focused products and services, the credibility of many products is low. To improve credible appeal, brands could use interactive marketing via multiple channels and partner with experts such as nutritionists, doctors or fitness coaches to endorse and validate any ...

Plant-based Diets (Incl Impact of COVID-19) - China

“Plant-based food and drink products benefit from consumers’ positive perceptions of their cleanness and freshness through bold on-packaging claims. The urge to improve health and wellness after the COVID-19 outbreak, along with the curiosity for mouth-watering innovations, present opportunities for prime ingredients in plant-protein drinks and the introduction of innovative ...