

## April 2014

### 饼干 - China

“产品创新是推动增长的关键，消费者乐意尝试不同类型的饼干，渴望尝试新产品。健康和美味享受是产品创新的关键领域，因为它们主要的购买考虑因素。”

— 顾菁，高级研究分析师

## March 2014

### Biscuits, Cookies and Crackers - China

“Product innovation is key to business growth, since consumers are open towards different types of biscuits and are eager to try new products. Healthy and indulgent are the two key areas for product innovation as they are the main purchase drivers.”

## February 2014

### 咸味休闲食品 - China

“中国咸味零食市场预计未来五年仍将继续增长。除了满足消费者对口味和自我享受的需求，制造商还需要在产品创新和品牌营销中考虑消费者日益提高的健康意识和安全担忧，以增加业务规模 and 市场份额。”

### 面条 - China

“随着更多的消费者出国旅游，接触更多的新颖菜式，他们对各种新奇和异国口味的面条也兴趣盎然。因此，面条制造商可以大胆创新，推出更多口味吸引日渐精明成熟的消费者。”

### Noodles - China

“Consumers are demanding a wider variety of new and exotic flavours, as more people travel overseas, and are exposed to more new cuisines. This provides an opportunity for noodle manufacturers to create bold new flavours that generate interest among increasingly sophisticated consumers.”

### Salty Snacks - China

“Manufacturers might consider adopting a multi-brand strategy to meet the demand for different types of snacking food from different consumer segments – depending on their respective attitudes towards salty snacks – so as to more effectively expand both business scope and consumer reach.”