

September 2023

宠物食品 - China

“中国的宠物食品市场正在快速增长，带有功能性宣称的湿主粮具有增长潜力，同时，品牌有机会强调宠物零食在人宠互动之中帮助增进情感联系的作用。鉴于宠物被视为家庭的一员，它们的整体身心健康以及与主人共同的生活经历在产品开发和营销沟通方面都具有重要意义。”

– 高屹，研究分析师

August 2023

Pet Food - China

“The Chinese pet food market is rapidly growing, with opportunities in wet staple food with functional claims and an emphasis on the emotional connection through pet snack interactions. As pets are considered family members, their overall wellbeing and shared life experiences with owners hold significant importance in both product development ...

冰淇淋 - China

“随着外出消费场景的恢复，Gelato（一种特殊类型冰淇淋）等现制冰淇淋的创新，以及对区域性原料的极富创意地使用，可为包装冰淇淋产品带来启发。此外，随着消费者倾向于全年都食用冰淇淋，开发季节性产品以迎合不同的季节和气候有助于品牌从竞争者中脱颖而出并扩大消费。”

Ice Cream - China

“On-premise ice cream innovations, such as gelato (a special type of ice cream), as well as creative use of regional ingredients, can inspire packaged ice cream products following recovery of outdoor consumption scenarios. In addition, with the evolving behaviour of consuming ice cream throughout the year, developing seasonal products to ...