

November 2014

烘焙产品 - China

“在食品安全问题和健康问题日益增多的背景下,消费者越来越关注他们所吃的食物。他们转而喜欢含油更少和使用有机粗粮全麦面粉制作的谷物型面包。消费者选择在家自己烘焙来避免包装产品质量的不确定性。制造商应采取更多手段来消除消费者对食品安全和健康方面的担忧,并寻找机会适应消费者的消费行为和喜好变化。”

— 李浏铃,高级研究分析师

October 2014

酸奶 - China

“鉴于酸奶正越来越多地被当作零食来食用,口味创新是销量增长的关键。同时消费者对于酸奶的保健功效也十分看重,因此生产商有机会开发并使用强化维生素和功效性成分,以增强吸引力和价值认同。”

— 顾菁,高级研究分析师

September 2014

Bakery Products - China

“Consumers are paying more attention to the food they are ingesting under the growing concern of food safety and health issues. They are shifting their preferences to grain bread, which is less oily and using more organic coarse wholemeal flour. Homemade is another action consumers take to fight against the ...

预加工食品 - China

“品牌关注消费者观念——预加工食品的“不健康”形象,是刺激食用频率增长的关键所在。品牌采用健康的成分和加工技术也至关重要。加入方便元素的包装技术以及体现新鲜和健康形象的包装可以进一步吸引消费者的目光。

— 严以领,高级研究分析师

Yogurt - China

“Chinese consumers are in the process of switching to healthier diets, pushing up consumption of healthy food such as yogurt which is known for its high nutritional value. Meanwhile the tasty nature of yogurt has also allowed it to fit into consumers' growing snacking needs, to further drive retail volume ...

婴幼儿食品和饮料 - China

“婴幼儿食品转趋家中自制与中国多个经济和社会顾虑有着不可分割的联系:包括经济生产力放缓、婴幼儿配方奶监管加严和食品安全担忧。但是,越来越多的包装婴幼儿新产品应该会受益于计划生育政策的放宽。为了提供合适的产品,以鼓励妈妈们尝试新品种或保持忠诚度,婴幼儿食品公司需要评估复杂多样的消费模式,包括购买障碍、对特定营养益处的兴趣和包装设计。”

— 刘欣琪 (研究分析师)

August 2014

Prepared Meals - China

巧克力 - China

“Busier lifestyle in urban has fuelled demand for prepared meals which are known for convenience. In general, higher tier cities/incomes/education consumers show higher demand in prepared meals. Segment consumption shows more distinctive differences. The core consumers for Chinese style prepared meals which include frozen/chilled dumplings/wontons, frozen ...

“产品创新是推动增长的关键，消费者乐意尝试不同的巧克力新口味，并愿意为具有健康功效的巧克力支付更多。在实际执行层面，制造商可以推出季节性口味和包装，以维持消费者的兴趣和吸引新用户购买。”

- 顾菁（高级研究分析师）

July 2014

Baby Food and Drink - China

“Vegetables, organic ingredients, and minimising packaging size to control nutritional intake could be the springboard for baby food producers to expand penetration among younger parents.”

Chocolate Confectionery - China

“Product innovation is key to business growth, since consumers are open towards new and luxurious chocolate flavours and are willing to pay extra for chocolates with health-enhancing benefits. Meanwhile from an execution perspective, manufacturers could resort to launching seasonal flavours and packaging to both maintain consumer excitement and attract new ...