

January 2022**保健品 - China**

“2021年，保健品市场销售额预计将继续强劲增长，这得益于产品剂型上政策的放宽以及保健品使用者年龄结构的变化。品牌的增长机遇在于强调天然性，以回应新冠疫情后消费者对可靠天然成分的健康需求。契合了年轻消费者所希冀的美容养颜功效也值得进一步探索。面对来自食品和饮料市场的威胁，益生菌保健品品牌应升级其产品开发，瞄准食品和饮料品牌难以满足消费者需求的使用场景。”

——刘文诗，高级研究分析师

December 2021**Health Supplements - China**

“Health supplements are forecast to continue their strong sales growth in 2021 thanks to relaxing policies on formats and changes in supplement users' age structure. Opportunity for growth lies in brands highlighting naturalness, which resonates with consumers' post-COVID-19 health needs for credible natural ingredients. Beauty-enhancing functions warrant further exploration, aligning ...

November 2021**Baby Supplementary Foods - China**

“The baby supplementary food market will witness growth in market value and volume despite the continuous decline in new births. Positioning packaged baby food as shortcut for home-cooked meals and providing specific health benefits rather than being multifunctional would help companies gain market share, given that Mintel predicts the market ...

配方奶 - China

“虽然新生儿数量下滑的情况难以逆转，但婴幼儿配方奶品牌仍有机会通过聚焦成长配方奶品类的高端产品创新，以及侧重针对特定健康功能（如对肠道友好、促进身体发育和助眠等功效）的营养强化以保障营收。婴幼儿配方奶品牌可发掘“个性化营养”领域的潜力，以进一步提升差异性和竞争力，进而赢得更多市场份额。”

October 2021**Infant Milk Formula - China**

“Although the decline of new births is hard to reverse, IMF brands still have chances to secure revenue with premium product innovations in the growing-up milk formula sector in particular, with a focus on upgraded nutrition compositions targeting specific health



Health and Wellbeing - China

functions such as gut-friendliness, body development and sleep benefits. "Personalised ...