

July 2015

中国白酒 - China

“几乎所有的白酒生产商均将更多的注意力放在消费者市场中，白酒大众化已成为白酒行业的共识。品牌需要超越价格刺激，使产品包装和营销交流更有创新精神，从而更好地吸引大众市场的消费者。与此同时，高端白酒品牌有机会将饮用白酒宣传为彰显良好品味的象征，应对来自葡萄酒和西方烈酒的竞争的同时，拉动市场发展。”

— 邱昊，研究分析师

June 2015

Chinese Spirits - China

“Almost all producers have paid more attention to the consumer market and the commoditisation of baijiu has become a consensus of the industry. Brands need to go beyond price incentives and renovate their product packaging and marketing communication to better appeal to the mass market. At the same time, opportunities ...

婴幼儿配方奶 - China

“很大一部分妈妈们喜欢将奶粉与其它婴幼儿产品混合来喂宝宝，以获取最优的婴幼儿饮食搭配。另外，相比专业人士的意见，消费者在购买配方奶时更信任周围亲属的意见和消费者的在线评论。市场上也出现了“只卖洋品牌”的网站，这些网站的产品全都仅限海外采购。中国社会/电商行业的日益成熟发展，加上国产品牌爆发的丑闻继续发酵，这些因素都将推动这些网站业务的持续增长。”

May 2015

牛奶和调味奶 - China

“除了利用洋品牌身份的优势，国际品牌还需要更加关注中国消费者的需求，进行包装本地化革新，并在市场营销过程中提供更多品牌相关信息以吸引消费者。此外，专为青少年设计的牛奶也是有待品牌抢占的空白市场。”

April 2015

Infant Milk Formula - China

“There is a large portion of mums who tend to focus on combining infant milk powder products with other products for an optimal baby diet. Moreover, close relatives and online consumer reviews are regarded as more trustworthy than product experts in influencing the purchasing decisions of certain brands through certain ...

Milk and Flavoured Milk - China

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.