

April 2015

饼干 - China

“虽然很多男性嘴上不说‘我喜欢吃甜食’，但从他们在饼干的消费行为上看，男性甚至比女性更偏爱甜味饼干，表明饼干品牌有机会通过更有针对性的营销传播、包装和产品创新来吸引男性消费者。”

— 邱昊, 研究分析师

March 2015

Biscuits, Cookies and Crackers - China

“Although not many men shout out ‘I love sweet snacks’, from their consumption behaviour of biscuits, men are even more in favour of sweet flavour than women, presenting opportunities for biscuit brands to better appeal to male consumers via marketing communications, packaging and product innovations.”

— Hao Qiu, Research ...

咸味零食 - China

“消费者会为了美味牺牲健康？——不会，但他们吃‘不健康’的零食吗？——会。品牌应该竭尽所能推广产品健康相关的属性，消除消费者的疑虑，从而在竞争中脱颖而出。”

节庆食品 - China

“中国饮食文化丰富，传统节庆食品在节日中扮演着非常重要角色，尤其在其他节庆活动日益淡化的今天，节庆食品日渐盛行。”

February 2015

Salty Snacks - China

“Are consumers willing to compromise health for taste? - No. But do they still buy ‘unhealthy’ snacks to eat? - Yes. Brands could make more effort to market the health-related features to reassure consumers and stand out from the competition.”

January 2015

Festive Foods - China

“Value for money products will prevail in the festive food market in the future. However, this does not mean that products should be simple and dull with a cheap



Food - China

image. Manufacturers have various ways to provide more value for consumers, such as using the packaging to highlight the festive theme ...