

March 2023

孕期营养 - China

“孕产期营养品牌应更加关注计划再要一个孩子的女性的健康需求，以及重视女性在孕前、孕期和产后具体时间段可能出现的不同病症。品牌或可重点考虑两方面——鉴于对疫情的担忧为一些希望怀孕的女性消费者提供缓解压力方面的支持；以及宣传‘分阶段’的营养品组合。”

— 刘文诗，高级研究分析师

January 2023

Nutrition for Pregnancy - China

“Maternal nutrition companies must focus more on the health demands of women with plans to have more children, as well as address different ailments that may occur at specific times during preconception, pregnancy, and postnatal. Offering support on stress relief for women who wish to conceive in light of fears ...

保健品 - China

“未来5年，保健品市场增长预计将略微放缓，原因是消费者对功能性食品和保健品的概念模糊。品牌需要回过头来聚焦市场教育，引导消费者找到真正的保健品。品牌也需注意，市场日益需要更受消费者信赖的古代科学理念和更易服用的闪释片剂型。”

——刘文诗，高级研究分析师

December 2022

Health Supplements - China

“Health supplements are forecast to have slightly slower growth in the next five years due to consumers' unclear knowledge between functional food and supplements. Brands will need to take a step back and focus on market education to guide consumers to find true supplement products. Brands will also need to ...

November 2022

婴幼儿配方奶 - China

“与日俱增的民族自豪感、新冠疫情影响和婴幼儿配方奶新国标可能会让人们更加偏爱国产品牌推出的高端产品，因此国际品牌需要加大力度满足中国婴幼儿的营养需求，并与妈妈们培养情感共鸣和建立密切的关系。”

— 刘文诗，高级研究分析师

Infant Milk Formula - China

“Rising China pride, the impact of COVID-19 and the new China IMF standards are likely to further improve preference for premium products launched by domestic brands, so international players need to step up their game to meet Chinese babies' nutritional needs and develop resonance and rapport with moms.”

— ...

健身人士 - China

The Fitness Consumer - China

Health and Wellbeing - China

“居家健身并不是健身房训练的延伸。在家锻炼与在家听音乐、看综艺等较为放松悠闲的典型休闲娱乐活动没有什么不同。居家健身门槛较低，可鼓励更多人养成运动习惯。然而，居家健身还不是健身消费主要的驱动力。相比功能性价值，可以充当社交货币的产品、服务或活动更能催化购买意愿。”

— 顾菁，品类总监

“Home fitness is not an extension of gym training. Doing exercise at home is nothing different from the typical relaxing, chilled and entertaining leisure activities at home, such as listening to music and watching variety shows. Home fitness encourages more people to pick up the exercising habit given that it ...

婴幼儿辅食 - China

“婴幼儿辅食市场销售额面临下滑风险，主要是因为新生儿数量下降导致消费者基数缩小。受疫情影响，具有强大健康定位的产品受到了市场更多的关注。通过涉足婴幼儿奶酪细分市场，在饼干/零食的营养价值之外结合多种口味与有趣的设计，以及让爸爸参与购买过程，婴幼儿辅食品牌将有机会提升销售额。”

— 刘文诗，高级研究分析师

October 2022

Baby Supplementary Foods - China

“The baby supplementary food market is risking decline in value of sales mainly due to the continued decrease in number of new births resulting into lower consumer base. Buoyed by COVID-19, products that have a strong health positioning are attracting greater interests in the market. Baby supplementary food brands will ...

September 2022

营养认知 - China

“新版膳食指南和呼之欲出的大量行业标准预计会促使食品饮料品牌和制造商努力开发值得信赖的产品。与此同时，消费者也明显更青睐功能明确具体的成分，而如果成分功能含糊不清或者缺乏科学依据，消费者更显然会避而远之。未来蕴藏机遇，包括细化维生素的具体健康益处、提升植物蛋白的蛋白质品质以及为草本成分的健康功效提供依据。”

Nutrition Knowledge - China

“The newly updated dietary guidelines and ready-to-proliferate industry standards are anticipated to drive food and drink brands and manufacturers to work on developing credible products. Meanwhile, consumers have also developed clearer “likes” towards ingredients that demonstrate clear and specific functions and “dislikes” if the ingredients’ functions are vague or not ...

August 2022

肠道健康管理 - China

“随着消费者的肠道健康管理意识不断提高，再加上益生菌产业监管有所加强，“肠道健康”和“益生菌”等关键词预计将虏获消费者对肠道健康产品的购买兴趣。品牌和制造商需了解的是，目前肠道健康管理并非消费者普遍追求的生活方式，因此它们有必要精确地满足消费者的短期需求（即改善情绪），或以其业务愿景为导向，打造符合消费者长期需求的未来产品规划（即采用本土研发的益生菌菌株）。”

— 刘文诗，高级研究分析师

July 2022

Gut Health Management - China

“The increasing awareness of gut health management, coupled with the improvement of industry regulations on probiotics, is expected to drive ‘gut health’ and ‘probiotics’ to be the key words to capture spending interest in gut health products. It’s important to know that gut health management is currently not a widespread ...

情绪健康管理 - China

“由于约半数的受访者经历过睡眠障碍症状，因此提升睡眠是情绪健康管理市场的关键机遇。品牌可解决透明度不足的问题以及改变消费者对产品/服务的主观态度以赢得他们的正面评价。在新冠疫情的持续影响下，消费者可能面对不同程度的心理健康问题。英敏特认为，品牌可通过营销信息回应目标消费群体（如三世同堂家庭、应届毕业生和中老年消费者）的特定需求，进而建立正面的品牌认知度。”

— 侯彦，高级研究分析师

June 2022

Managing Emotional Wellbeing - China

"Improving sleep is a key opportunity in the managing emotional wellbeing market, as about half of the surveyed consumers have experienced sleep disorder symptoms. Brands may address the lack of transparency and the subjective attitudes towards products/services to win positive feedback. With the continuous COVID impact, consumers may experience ...

健康生活趋势 - China

"为满足消费者对预防性保健解决方案的期待，大健康市场中的企业应专注构建垂直医疗保健体系，帮助人们预防特定疾病。企业可通过创新策略脱颖而出，包括从心理健康的角度来管理疾病、营销有助于维持健康生活方式的健康产品时采用性别中立的口吻，以及营销针对疾病管理的健康产品时采用性别差异化进行描述。”

Trends in Health and Wellness - China

"In order to meet consumers' expectations for preventative health solutions, health and wellness market players should focus on building vertical healthcare that helps people prevent the onset of having specific diseases. Companies will also stand out with innovative strategies such as managing disease from a mental health perspective, using a ...

April 2022

健康变老的饮食习惯 - China

“中青年消费者对衰老管理有着强烈、迫切的需求，这种需求将拓宽有益于健康变老的食品饮料产品创新的应用，不仅在身体层面，也包括对情绪健康的改善。有益健康变老的食品饮料将从如下方面获益：其一，通过提升身体机能与培养健康的生活习惯，强调产品有助于“优雅变老”的能力；其二，强调采用中式成分与“药食同源”的概念，以提升产品的整体可信度。”

——刘文诗，高级研究分析师

February 2022

体重管理的饮食习惯 - China

“消费者根据自己的特定目标，为体重管理产品的效果建立了独特的评价标准，品牌需注重探索针对特定体重管理场景的配方。此外，一些体重管理品牌成功转型为大健康品牌，为其他玩家提供了一系列可借鉴的创新，在帮助消费者实现体重管理目标后继续吸引他们的兴趣（如天然食品和健康科技）。”

— 刘文诗，高级研究分析师

January 2022

Weight Management Diets - China

"Consumers have established unique rating criteria for an effective weight management product based on their specific goals, and brands will need to focus on finding formulations that are tailored to specific weight management areas. Furthermore, the success of weight management brands that repositioned themselves as big health brands presents an ...

Diet for Healthy Ageing - China

“Young to middle-aged consumers’ strong, immediate demand for managing age will expand the applications of healthy ageing food and drink product innovations to cover not only physical but also emotional wellbeing improvement. Healthy ageing food and drinks will benefit from highlighting their ability to aid “ageing gracefully” through improving body ...