

July 2021

零食消费趋势 - China

“2020年居家食品消费增长，零食销量从中受益。未来，零食与正餐将会持续融合，食用场合更加多元，推动零食销量增长。在产品高端化的诉求中，原料更加健康最受青睐。由此可见，要在口味至上的品类中提升健康感，原料故事依然最能直接打动消费者。”

— 蒋安妮，食品与饮料研究分析师

April 2021

节庆食品 - China

“新冠疫情的蔓延加快了电子商务在低线城市的扩张。随着传统文化逐渐复兴，地方品牌将从发展成熟的电子商务和地方文化中受益匪浅。长远来看，如何使节庆食品变得更新奇有趣是品牌将长期面临的重要任务。技术或许是达到这一目标的有效工具。同时，环境友好的包装也会纳入健康节庆食品的宣称范围中，因为消费者日趋拥抱全面的健康理念——健康不再局限于产品的可食用部分。”

— 彭袁君，研究分析师

March 2021

Consumer Snacking Trends - China

“Snack sales have benefited from increased in-home food consumption in 2020 and future growth will be driven by more diversified consumption occasions as the boundaries of snacks and meals continue to blur. Healthier ingredients have become the most wanted premium feature, suggesting ingredient stories are still the most intuitive ...

Festive Foods - China

“Due to the epidemic, e-commerce has expanded faster in lower tier cities and along with the revival of traditional culture, regional brands will benefit a lot from mature e-commerce and regional culture. In the long term, how to make festive foods fun and novel will be an important, ongoing task ...