

## September 2023

## 宠物食品 - China

“中国的宠物食品市场正在快速增长，带有功能性宣称的湿主粮具有增长潜力，同时，品牌有机会强调宠物零食在人宠互动之中帮助增进情感联系的作用。鉴于宠物被视为家庭的一员，它们的整体身心健康以及与主人共同的生活经历在产品开发和营销沟通方面都具有重要意义。”

— 高屹，研究分析师

## August 2023

## Pet Food - China

“The Chinese pet food market is rapidly growing, with opportunities in wet staple food with functional claims and an emphasis on the emotional connection through pet snack interactions. As pets are considered family members, their overall wellbeing and shared life experiences with owners hold significant importance in both product development ...

## July 2023

## 白奶和调味奶 - China

面对2022年的挑战，白奶仍然增势良好。具有更丰富营养宣称的特色奶源牛奶越来越受欢迎。展望未来，进行口感创新以搭配其他食物将成为高端市场的另一重要需求。同时，风味奶应该抓住消费者认知提升的机会，定位为与牛奶具有相同的营养价值。

彭袁君，高级研究分析师

本报告分析以下问题：

## 预加工食品 - China

“预加工食品行业预计将继续稳步扩张，并将继续保持分散化的竞争格局。随着政府支持增加、人才素质提升以及对冷链物流发展的投资增多，整个行业将得以升级。品牌应该提升新鲜度认知，提供更多的产品选择，并考虑开设自己的线下门店。”

## 冰淇淋 - China

“随着外出消费场景的恢复，Gelato（一种特殊类型冰淇淋）等现制冰淇淋的创新，以及对区域性原料的极富创意地使用，可为包装冰淇淋产品带来启发。此外，随着消费者倾向于全年都食用冰淇淋，开发季节性产品以迎合不同的季节和气候有助于品牌从竞争者中脱颖而出并扩大消费。”

## Ice Cream - China

“On-premise ice cream innovations, such as gelato (a special type of ice cream), as well as creative use of regional ingredients, can inspire packaged ice cream products following recovery of outdoor consumption scenarios. In addition, with the evolving behaviour of consuming ice cream throughout the year, developing seasonal products to ...

## 酸奶 - China

“由于消费者对益生菌的认识有限，简单易懂的宣传可以更好地传递冷藏酸奶所含的益生菌的益处，并彰显其不可替代性。冻酸奶形态和脱乳清酸奶天然浓厚的质地可作为新的创新方向以重新定义纵享体验并维持消费者的兴趣。同时，在减糖和纯净标签趋势下，配方中的人工甜味剂将成为下一个优化焦点。”

— 黄梦菲，研究分析师

## Yogurt - China

“As consumer awareness of probiotics is limited, direct and simple communication can better convey benefits of probiotics in chilled yogurt and establish its irreplaceability. Frozen yogurt and the natural thickness of strained yogurt can be new innovation directions to redefine indulgence and sustain consumption interest, while artificial sweeteners are next ...

## June 2023

## Milk and Flavoured Milk - China

"Facing challenged 2022, white milk still got good growth. Special sourced milk with richer nutrition claims is gaining popularity. In the future, innovation based on taste to pair with other food will be other important demand in high-end market. Meanwhile, flavoured milk should seize the chance that consumers' perception is ...

## Ready Meals - China

"The ready meal industry is anticipated to continue expanding steadily and to continue having a fragmented competitive environment. With improved government backing, talent quality, and investments in the development of cold chain logistics, the entire industry will be upgraded. Brands should provide a greater sense of freshness, a wider variety ...

## May 2023

## 中老年食品饮料消费趋势 - China

"未来几年，政策将对我国中老年人的生活产生重大影响。新冠疫情之后，免疫支持对中老年人而言仍是头等大事。帮助中老年人调整身心以便工作到65岁必将是未来的创新方向。"

——彭袁君，高级研究分析师

## 方便食品 - China

"新冠疫情的缓解导致方便食品品类的增速放缓。由于该品类面对日趋激烈的内部和外部竞争，品牌需升级其产品的口味和营养价值以展现独特卖点，借此吸引在疫情发生后对价格更为敏感的消费。"

— 殷如君，高级研究分析师

## Senior Food and Drink Solutions - China

"In the upcoming years, policies will have a big impact on the lives of China's elderly. After COVID, immunological support will continue to be a top priority for seniors. Helping senior people learn how to adjust physically and mentally to work up to the age of 65 will inevitably ...

## April 2023

## Instant Foods - China

"The fading of the pandemic has slowed down the growth of the instant food sector. Faced with increasing internal and external competition, brands need to showcase unique selling points by upgrading the taste and nutrition of products to attract consumers who are more price-sensitive after the pandemic."

## 儿童营养 - China

最新版儿童膳食指南比旧版内容更具体，其简单直白的表达方式将更好地帮助父母喂养孩子。企业和品牌也应将这

## 植物基饮食 - China

"鉴于植物肉的肉类替代品定位主导该市场，品牌需要优先提升产品模仿真肉的能力。不过，为了保持该品类的可持续发展，将植物肉融入主流饮食习惯的新定位（如作为蔬菜营养的补充）为品牌指明了在同质化竞争中的增长机遇。"

— 黄梦菲，研究分析师

## Purchasing Food and Drink for Children - China

些更新应用到创新和营销信息中，从而为父母提供支持。企业和品牌应专注于扩展饮水场景和教育吃蔬菜和水果的重要性。品牌也应关注到，消费者希望购买平价保健品，因此，未来将会出现更多针对全家健康需求的产品创新。

## 为儿童购买食品饮料的态度 - China

"《中国学龄儿童膳食指南》的出台和出生率的下降对儿童食品饮料市场来说，既是机遇也是挑战。目前，品牌应迅速做出相应调整，并迎合家长对功能性和无添加宣称的期望。未来，随着家庭结构可能发生的变化，品牌应该重新思考其目标群体，并通过满足父母和孩子的需求，在业务品类和食用场合方面进行探索。"

"The Dietary Guidelines for Chinese School-aged children and the drop in the birth rate set both opportunity and challenge for this market. Currently, brands should adapt accordingly and quickly, and echo parents' expectations in functional and free-from claims. In the future, brands should rethink the target group as the family ...

## 零食消费趋势 - China

"得益于供需两端的驱动力，中国零食市场的增长没有出现放缓的迹象。一方面，进一步的人群细分将有助于品牌实现提供健康、高端化产品的首要目标。另一方面，品牌也应该在营销宣传中加以强调消费者在新兴场合（如‘自我时光’）的需求。"

— 张辰钰，高级研究分析师

## March 2023

### Plant-based Food - China

"Considering the meat substitute positioning of plant-based meat is predominant, simulation of real meat is worthy of being prioritised. However, for sustainable development of this category, new positioning, for example as a vegetable supplement, highlights a growth opportunity under homogenised competition through the integration of plant-based meat into mainstream eating ...

### 肉类零食 - China

"肉类零食细分面临增长放缓的前景。为了激发增长新动力，品牌不妨投资于有机宣称以推动产品高端化，并通过突显低脂特征宣传植物肉零食。此外，品牌也可推出肉类零食礼盒套装，瞄准对这类产品有强烈兴趣的三世同堂家庭。"

— 殷如君，高级研究分析师

### Children's Nutrition - China

"The newest dietary guidelines for children are more specific than before, which will benefit parents with a more straightforward guide to feeding children. Companies and brands should adopt this change with innovations and marketing messages to support parents. They should focus on expanding the occasions for hydration and education on ...

### Consumer Snacking Trends - China

"The growth of the snack market in China shows no sign of slowing down thanks to driving forces in both the supply and demand sides. On the one hand, further specification would aid brands in achieving their prime goal of offering healthy and premiumised products. On the other, consumers' demand ...

### Meat Snacks - China

"The segment is facing slowed-down growth prospect. To spur new growth momentum, brands are recommended to invest in organic claims for premiumisation and to highlight low fat content to advertise plant-based meat snacks. In addition, meat snack gift sets can also be launched to target multi-generation families who have strong ...

**February 2023**
**馈赠场景下的食品与饮料 - China**

“不确定性促使消费者权衡自己在馈赠送礼上的花费。品牌若要从竞争激烈的传统节庆送礼场景中脱颖而出，把握能传递‘小确幸’的日常表达关爱的场景，以及有助于提升情绪的自我馈赠场景将大有可图。”

——黄梦菲，研究分析师

**Food and Drink Gifting - China**

“Uncertainty leads consumers to evaluate their gift-giving spending. To stand out from the fierce traditional festival gifting scenarios, daily caring scenarios providing little blessings and self-gifting used to lift mood can be opportunity for brands.”

**Upcoming Reports**
**Cheese - China - 2023**
**Sauces, Seasonings and Spreads - China - 2023**
**烹饪和烘焙习惯 - 中国 - 2023年**
**Cooking Oils - China - 2023**
**糖果 - 中国 - 2023年**
**Adult Milk Powder - China - 2023**
**婴幼儿营养 - 中国 - 2023年**
**Cooking and Baking Habits - China - 2023**
**奶酪 - 中国 - 2023年**
**酱料、调味料和涂抹酱 - 中国 - 2023年**
**Sugar Confectionery - China - 2023**
**食用油 - 中国 - 2023年**
**Baby Nutrition - China - 2023**
**成人奶粉 - 中国 - 2023年**