

March 2021

保健品 - China

“健康意识的不断增长以及对医疗保健的积极投入将确保保健品市场的未来增长，尤其是那些在新冠疫情期间受到欢迎的子品类（如益生菌、维生素）。未来增长机遇在于通过互动营销来吸引年轻消费者使用中药药材，使用饮料剂型提升产品功效和口感，以及推出外敷和口服相结合的美容养颜保健品。”

— 刘文诗，研究分析师

February 2021

体重管理的饮食习惯 - China

“体重管理将不断演进，不再简单关乎于外形的改善。对体重健康的主流消费者而言，体重管理将成为一场与情绪关联紧密的长途之旅。大多数消费者会利用体重管理来保持精力充沛和心情愉悦——这在整体健康中不可或缺。消费者会依赖于科学又容易上手的健身和营养方案，以不断优化体重管理进程。这意味着体重管理食品和饮料凭借在产品配方和消费场合（如时间与地点）上的创新可涉足的范围颇广。”

— 顾菁，品类总监，2020年12月4日

January 2021

Health Supplements - China

“Increasing health awareness and the corresponding investment in proactive healthcare will ensure the future growth of the health supplement market, particularly the subsegments trending in the time of COVID-19 (eg probiotics, vitamins). Future opportunities lie in targeting young consumers with interactive marketing education for TCM ingredients, upgrading products using drinking ...

非处方止痛药和感冒流感药 - China

“新冠疫情带来了暂时的打击，但也提升了消费者的健康意识。随着医药体制改革和新的购买渠道的发展，非处方感冒流感药企业需要依靠剂型创新和营销活动来宣传药效并瞄准年轻消费者，以获得未来增长。”

婴幼儿营养 - China

“虽然出生率持续下滑，但婴幼儿营养市场整体保持稳定增长，这主要得益于配方奶的高端化趋势以及婴幼儿辅食和营养补充剂渗透率不断提高。市场机遇在于针对前沿的配方奶成分进行互动型市场教育，推出多种类型的功能型辅食产品（如将新配方和感官刺激相结合），以及搭乘零食趋势推进营养补充剂的创新。”

— 顾菁，品类总监

December 2020

Diet for Weight Management - China

“Weight management will evolve to be more than simply improving the looks. It will become a long-term emotive journey for the mainstream healthy-weighted consumers. The majority will be managing their weight as an approach to trigger the feelings of being energetic and happy – an indispensable part of holistic wellbeing ...

OTC Analgesics and Cough, Cold and Flu Remedies - China

“COVID-19 caused a temporary setback but also increased consumers’ awareness of keeping healthy. Based on legislative reform and developing new purchase channels, OTC cold and flu medicine companies need to rely on innovation in product format and marketing activities to convey functionality and target young consumers to achieve future growth ...

Baby Nutrition - China

“Although continuing to face a declining birth rate, the total baby nutrition market still maintains steady growth, mostly driven by premiumisation in IMF as well as increasing penetration of baby supplementary foods and baby health supplements. Opportunities lie in interactive marketing education for cutting-edge IMF formulae, category expansion to offer ...

营养认知 - China

“随着消费者对健康饮食的需求增加，他们的营养认知也在增强。为了进一步帮助消费者有效地学习营养知识，品牌可在包装正面直观地展现产品的主要特征成分。其他机会包括推出更多种类的健康食品和饮料（例如低钠的选择），平衡纵享品类的口味、价格和营养（例如低价、小包装），以及提升特殊饮食理念的时尚度、口味和健康功能。此外，消费者将更依赖个性化的营养解决方案来实现其健康饮食目标（例如将生化检测与健康饮食计划相结合）。相关服务提供商可挖掘这一领域的机会在未来的市场中蓬勃发展。”

— 刘文诗，研究分析师，2020年10月23日

November 2020

Nutrition Knowledge - China

“While consumers’ demand for healthy eating remains high, their nutrition knowledge is also increasing. To further help consumers learn nutrition knowledge efficiently, brands could visualise their products’ key-featured ingredients via front-of-pack design. Other opportunities lie in creating more types of “better-for-you” food and drinks (eg low sodium options), balancing taste ...

October 2020

情绪健康管理 - China

健身人士 - China

Health and Wellbeing - China

“多数中国消费者认为自己有情绪健康问题。压力和疲倦是提及率高的情绪问题，经济压力和工作量大也是提及率高的情绪问题来源。虽然消费者情绪健康情况不乐观，但是，积极的自我情绪评估意味着情绪问题将得到更积极的管理。品牌的发展机遇在于提供更具体的解决方案，而不是笼统宣称能提升心情。具体而言，品牌可应对短期的压力和睡眠问题，或者长远来看，将情绪问题和具体人群的健康问题联系在一起。品牌也可提供有意义的理由来鼓励消费者参与人际沟通，而非简单地说服消费者走出舒适圈。同时，品牌也可使用更温情的营销沟通手段，如营造一种享用产品的仪式感。”

— 刘文诗，研究分析师

Managing Emotional Wellbeing - China

“The majority of Chinese believe that their emotional health is not in good form, driven by high incidence of stress and fatigue, as well as growing financial pressures and increasing workload. Despite this pessimism, proactive self-evaluation drives up better self-management. Opportunities lie in providing more detailed solutions rather than a ...

“对中国健身行业来说，新冠疫情带来的机遇大于挑战。身心健康、体验和科技将会是关键消费者驱动力。消费者会从自己日常所做的每件事中寻求健身方案。同时，健身的目的不仅是增强体质，还有情绪管理（如远离压力）。此外，消费者会进一步依赖科技更好地了解自己，并更高效地达成健身效果。品牌可把握住这些领域的机遇，从而在未来市场中蓬勃发展。”

— 顾菁，品类总监

September 2020

The Fitness Consumer - China

“The outbreak of COVID-19 has brought more opportunities to the fitness industry in China than challenges. Wellbeing, experience and technology will be the key consumer trend drivers. Consumers will look for fitness solutions in everything they do. Meanwhile the purpose of doing fitness activities is not just for physical wellbeing ...

肠道健康管理 - China

“消费者对天然的、全方位提升健康的方式偏好推动了肠道健康相关功能性食品饮料的增长，并对保健品带来挑战。市场机遇在于扩大品类，提供各种“有益肠道健康”的食品饮料（如兼具健康和纵享的选择），以及由更高端的产品需求所驱动的保健品创新（如对新场合和新配方的兴趣）。此外，消费者越来越关注心理健康，尤其是在新冠疫情后。这表明聚焦有关肠脑轴的消费者教育，从长远来看，可能会进一步推动肠道健康管理市场的增长。”

— 刘文诗，研究分析师，2020年8月7日

August 2020

Gut Health Management - China

“Consumers’ preference for holistic natural approaches drives growth for functional food and drink and presents challenges for supplements in the gut health management market. Opportunities lie in category expansion to offer various “better-for-gut health” food and drink choices (eg a mix of both healthy and indulgence options), as well as ...

July 2020

新冠疫情后的免疫力管理 - China

“新冠肺炎让消费者更关注免疫力相关产品和服务，但是很多产品的可信度较低。品牌可采用多渠道互动营销，携手行业专家（如营养师、医生和健身教练），通过其代言提升产品宣称的可信度。由于免疫力管理市场拥挤，品牌还可瞄准消费者对产品更高端的需求（如对新场合和新配方的兴趣），推进产品创新，谋求脱颖而出的机遇。此外，消费者对很多‘速效’宣称心存疑虑，说明融合产品和服务的解决方案能更好地满足消费者对全面进行免疫力管理的渴求。”

— 刘文诗，研究分析师，2020年6月18日

植物基饮食（含新冠疫情分析）- China

“植物基食品和饮料包装上的醒目标签能给消费者留下来清洁、新鲜的印象，植物基食品和饮料可从中受益。疫情之后，消费者迫切地想要增进身心健康，同时对美味诱人的创新兴趣浓厚，这给植物蛋白饮料中的优质成分和肉食替代品的登场带来了机会。尽管新冠疫情带来了经济上的不稳定性，但创新植物肉的主要受众群体是相对富裕的人群。对于心怀抱负，想要开辟新的疆域的企业来说，这意味着机会。”

— 徐文馨，高级分析师，2020年5月31日

Immunity Management After COVID-19 - China

“While concerns over COVID-19 have increased consumer interest in immune health focused products and services, the credibility of many products is low. To improve credible appeal, brands could use interactive marketing via multiple channels and partner with experts such as nutritionists, doctors or fitness coaches to endorse and validate any ...

Plant-based Diets (Incl Impact of COVID-19) - China

“Plant-based food and drink products benefit from consumers’ positive perceptions of their cleanness and freshness through bold on-packaging claims. The urge to improve health and wellness after the COVID-19 outbreak, along with the curiosity for mouth-watering innovations, present opportunities for prime ingredients in plant-protein drinks and the introduction of innovative ...