

August 2020

包装烘焙食品 (新冠疫情后的增长) - China

“近年来，包装烘焙食品品类稳定增长，未来几年将继续保持增势。层出不穷的风味和口感创新迎合了市场动态，是该品类增长的主要动力。市场竞争环境激烈，驱使品牌致力于彰显产品多样性，并且进军更多消费场合。新冠疫情期间，包装烘焙食品的市场需求增加，因为消费者希望能从此类食品中寻求慰藉，提振心情。长远来看，由于消费者更注重健康饮食和身心健康，他们未来会热衷于更健康的产品选择。”

— 吴珍妮，研究分析师

July 2020

Packaged Bakery Foods (Growing after COVID-19) - China

“The category of packaged bakery foods has kept steady growth in recent years and will continue on an upward trajectory in the coming years. Continuous flavour innovation and texture experimentation are shaping market dynamics, which are the major driving force of category growth. The market landscape is competitive, and brands ...

牛奶和乳饮料 (含新冠疫情分析) - China

“近几年，牛奶和乳饮料市场的增速有所放缓，但将保持缓慢且稳定的增速。除了当前正在进行的供应链改革（如上游供应商的整合或建立以数据为中心的物流系统），产品还需进行其他升级，以证明其溢价的合理性。品牌将进一步开发冷藏细分品类，以满足消费者对营养和新鲜度日益增长的需求。在纯牛奶中，更多的功能性宣称将与营养宣称融合，而增加风味牛奶的饮用场合或许是扭转下滑趋势的有效之策。市场将从新冠疫情造成的短期物流中断中恢复到先前的水平。长期市场前景并未动摇，因为许多消费者认为牛奶有助于增强免疫力，这是新冠疫情之后消费者越来越重视的健康益处。”

——蒋安妮，研究分析师，食品和饮料，2020年4月30日

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

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

肉类零食 (含新冠疫情分析) - China

“新冠疫情爆发后，消费者对健康饮食的意愿愈发强烈，对提高免疫力的需求也在不断提升。因而在做肉类零食购买决策时，营养会成为特别关注的因素。对于品牌而言，与消费者沟通升级的制作工艺和原料，是增强肉类零食作为蛋白质补充产品的关键。消费者对“不含”宣称产品的需求也为高端化提供了一条“捷径”——可以进一步促进业务增长。”

— 鲁睿勋，研究分析师，2020年4月30日

“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 ...

June 2020

Milk and Dairy Beverages (Incl Impact of COVID-19) - China

“The growth rate of the milk and dairy beverages market has slowed in recent years but will likely continue at a low and steady rate. In addition to the supply chain reforms currently underway, such as integration of upstream suppliers or establishing data-centric logistics systems, products will include additional upgrades ...

Meat Snacks (Incl Impact of COVID-19) - China

“Rising willingness to healthy eating and demand in immunity improvement after the outbreak of COVID-19 will result in special attention to nutrition when making purchase decision for meat snacks. Communication on upgrades in processing technique and ingredients sourcing will be the key for brands to strengthen the role of meat ...