

## January 2022

## 保健品 - China

“2021年，保健品市场销售额预计将继续强劲增长，这得益于产品剂型上政策的放宽以及保健品使用者年龄结构的变化。品牌的增长机遇在于强调天然性，以回应新冠疫情后消费者对可靠天然成分的健康需求。契合了年轻消费者所希冀的美容养颜功效也值得进一步探索。面对来自食品和饮料市场的威胁，益生菌保健品品牌应升级其产品开发，瞄准食品和饮料品牌难以满足消费者需求的使用场景。”

——刘文诗，高级研究分析师

## December 2021

## Health Supplements - China

“Health supplements are forecast to continue their strong sales growth in 2021 thanks to relaxing policies on formats and changes in supplement users' age structure. Opportunity for growth lies in brands highlighting naturalness, which resonates with consumers' post-COVID-19 health needs for credible natural ingredients. Beauty-enhancing functions warrant further exploration, aligning ...

## November 2021

## Baby Supplementary Foods - China

“The baby supplementary food market will witness growth in market value and volume despite the continuous decline in new births. Positioning packaged baby food as shortcut for home-cooked meals and providing specific health benefits rather than being multifunctional would help companies gain market share, given that Mintel predicts the market ...

## 配方奶 - China

“虽然新生儿数量下滑的情况难以逆转，但婴幼儿配方奶品牌仍有机会通过聚焦成长配方奶品类的高端产品创新，以及侧重针对特定健康功能（如对肠道友好、促进身体发育和助眠等功效）的营养强化以保障营收。婴幼儿配方奶品牌可发掘“个性化营养”领域的潜力，以进一步提升差异性和竞争力，进而赢得更多市场份额。”

## 健身人士 - China

“相较于购买健身相关服务，消费者更倾向于购买各种产品以追求有活力的生活方式。在营销宣传健身相关产品方面，‘运动营养’和‘自信’是能够虏获消费兴趣的关键词。运动营养价值可启发果蔬汁等常规饮料开展产品创新和升级。相互支持的健身社群是高端美容和运动服饰品牌在营销中诠释健身消费者渴望获得的自信时，需强调的重要特点。”

— 赵凌波，高级研究分析师

## October 2021

### Infant Milk Formula - China

“Although the decline of new births is hard to reverse, IMF brands still have chances to secure revenue with premium product innovations in the growing-up milk formula sector in particular, with a focus on upgraded nutrition compositions targeting specific health functions such as gut-friendliness, body development and sleep benefits. "Personalised ...

### The Fitness Consumer - China

“Consumers prefer buying various products to follow an active lifestyle over paying for fitness-related services. ‘Sports nutrition’ and ‘self-confidence’ are key words to capture spending interest when marketing fitness-related products. Sports nutrition values inspire common beverage types such as fruit and vegetable juice to innovate and upgrade. A supportive fitness ...

### 营养认知 - China

“消费者的营养需求将朝着‘智能化’不断演变。同时，消费者一方面需要减少潜在的不健康成分（如糖）的摄入，另一方面日益意识到摄入营养丰富的食物的重要性，未来这两项因素将变得同等重要。因此，营养相关领域的企业面临的未来机遇包括：寻找可行的解决方案，使个性化营养紧密契合消费者当前的健康状况，以及探索兼顾口味、品质和健康的‘积极营养’产品特性。”

— 刘文诗，高级研究分析师

## September 2021

### Nutrition Knowledge - China

“Consumers’ demand for nutrition will evolve to become ‘smarter’. At the same time, awareness of getting nutrient-rich food into the body will be as important as the need to cut potentially unhealthy ingredients (eg sugar). As a result, future opportunities for nutrition-related market players include finding feasible methods to make ...

### 肠道健康管理 - China

“肠道健康将不再仅仅事关预防消费者现阶段的身体健康问题。对大众消费者而言，尤其是刚步入中年的消费者，这将是健康变老的长期目标。对有肠道健康问题的人群而言，这不仅包括改善生活方式，还包括修复负责身体信号传递的部位。该市场未来的机遇在于多方面：通过肠道健康点引衰老管理的市场教育；强调益生菌对生活方式引起的肠道问题的整体益处；进行‘减法游戏’，剔除可能会损伤肠粘膜的成分。”

— 刘文诗，高级研究分析师

## August 2021

### Gut Health Management - China

“Gut health will evolve to be more than simply preventing physical health issues from happening in consumers’ current life stage. For mass market

consumers, especially the early middle-aged, they will have a long-term goal to achieve healthy ageing. For gut issue sufferers, this will include leading a better lifestyle but ...

## July 2021

### 情绪健康管理 - China

“新冠肺炎带来的恐惧和越发高压的社会环境让压力和疲倦持续成为最常见的情绪问题。对此，消费者对在未来练习冥想并且通过香氛护理刺激感官产生了浓厚兴趣。随着食用慰藉食品来调整情绪已得到广泛认可，品牌可考虑为不同的慰藉食物赋予特定的“角色”，让它们在动荡纷繁的世界中陪伴消费者。”

— 刘文诗，高级研究分析师

## June 2021

### Managing Emotional Wellbeing - China

“Not only buoyed by the fear of COVID-19, but also facing increasingly stressful surroundings, stress and tiredness continue to become the most commonly occurred emotional issues. As a result, consumers are showing notable future interests in practising meditation and seeking sensory stimulations through scent-care. As using comfort food to adjust ...

## May 2021

### 健康生活趋势 - China

## April 2021

### Trends in Health & Wellness - China

“Consumers are increasingly paying attention to their health, physically, mentally and socially. They are more aware of being overweight, are seeking “effortless” solutions to help them adopt healthy living habits, and are more conscious of prioritising time with family and friends as an important action to improve emotional health. With ...

### 健康科技 - China

“随着消费者面临着新的健康问题、老龄化问题，并且心理压力加剧，健康科技正获得越来越多的关注。中年人专注于健康风险管理，年轻人则寻求健康科技中的游戏化内容。健康科技未来的商机在于多方面：提供以消费者为本的实用功能、迎合消费者对数据简化重新燃起的兴趣、并通过更好看的外观设计及功能加强产品的潮流性，从而帮助他们全方位改善健康。”



## Health and Wellbeing - China

— 刘文诗，研究分析师

本报告分析以下问题：

**March 2021**

### Health Tech - China

“Health technology is gaining traction as consumers encounter new health concerns, aging problems, and heightened emotional stressors. Middle-aged people are focusing on managing health risks while young people are looking for gamified features in health technology. Health technology’s future opportunities lie in delivering tools with consumer-centric practical functions, meeting the ...