

July 2019

食品饮料高端化趋势 - China

“现在大多数中国消费者将更健康的生活方式作为一大生活重心，具体表现为购买优质食品饮料产品。由于整体经济能力有所提高，消费者正在积极寻求同时满足改善健康和愉悦味蕾双重需求的高端特性，这是因为他们逐渐转变为以价值为主，而非价格。食品饮料品类的光明前景将推动企业升级生产过程中的每一步，包括采购、加工、包装和宣传。国外竞争对手推出的小众宣称和功能也可作为国内企业的灵感来源。”

June 2019

Premiumisation In Food and Drink - China

“The majority of Chinese consumers are prioritising a healthier lifestyle by consuming quality food and drink products. With an overall elevated financial capability, consumers are actively seeking premium cues that can fulfil their needs to improve health as well as satisfy taste buds as they tend towards becoming value-driven rather ...

婴幼儿营养- 中国 - China

“虽然面临着出生率的下降，但婴幼儿营养总体市场仍然保持稳健增长，这主要得益于强烈的消费升级意愿的驱动。父母有时会纠结于不同的宝宝喂养意见，但他们不断学习交流相关知识的决心非常坚定。宣称营养强化、携带方便或具备功能益处（如满足锻炼目的）的婴幼儿食品产品赢得了消费者的青睐。由于大多数父母担心宝宝没有摄入足够的营养，婴幼儿营养补充剂也表现出巨大的增长潜力。”

— 吴丝，研究分析师

牛奶和调味奶 - China

“就全球范围来看，消费者的兴趣高涨使强化/添加营养的奶产品越来越受欢迎。而在中国，虽然消费者也希望尝试强化营养奶，但目前的创新重点围绕在“减少”宣称以塑造“简单”的形象。为了快人一步，制造商和品牌可以更加关注“强化”宣称（除了添加蛋白质和添加钙质），并提供针对不同消费群体的具体功效。”

— 阿芳，研究分析师

即饮茶饮料 - China

“中国即饮茶饮料市场增长停滞不前，这是因为品类中围绕保持消费者活跃购物状态而展开的市场竞争比以往更为激烈。为了维持市场增长，品牌和企业可转向打造品牌化，让消费者更好地了解新鲜度、纯净度、功能性益处、整体健康等方面的高端特质。此外，高端萃取工艺和优质成分通过先进贮存和供应链技术得以凸显，获得了更多地区消费者的认可。”

— 徐文馨，高级研究分析师

May 2019

Ready-To-Drink Tea - China

“The RTD tea beverage market in China is experiencing stagnant market growth due to the hurdle of keeping consumers always excited as competition in the overall drinks category is fiercer than ever. To preserve the market growth, brands and companies could look to branding which could allow consumers to better ...

Milk and Flavoured Milk - China

“Globally, fortified/added nutrition milk products have gained rising popularity owing to consumers' high interest. Meanwhile in China, though consumers also want milk with fortified nutrition, current innovation focuses on 'minus' claims to build the 'simplicity' image. To keep ahead of the game, manufacturers and brands can pay more attention ...

乳酸菌饮料 - China

“目前，乳酸菌饮料的创新集中在功能性和添加营养。但从长远来看，随着消费者的相关知识日渐丰富，他们将认识到乳酸菌饮料在功能性方面的局限性。制造商和品牌可将乳酸菌饮料定位为‘最健康的休闲饮料’，并通过不断创新为消费者带来新鲜感。来自其他品类及餐饮品牌的新饮料产品、新元素可成为灵感来源。”

– 阿芳，研究分析师

April 2019

Lactobacillus Beverages - China

“Current innovation in lactobacillus drinks focuses on functional benefits and added nutrients. But in the long term, as consumers become more knowledgeable, they will realise the limitations of lactobacillus drinks in terms of functionality. Manufacturers and brands can position lactobacillus drinks as ‘the healthiest casual drink’ and bring novelty to ...”