

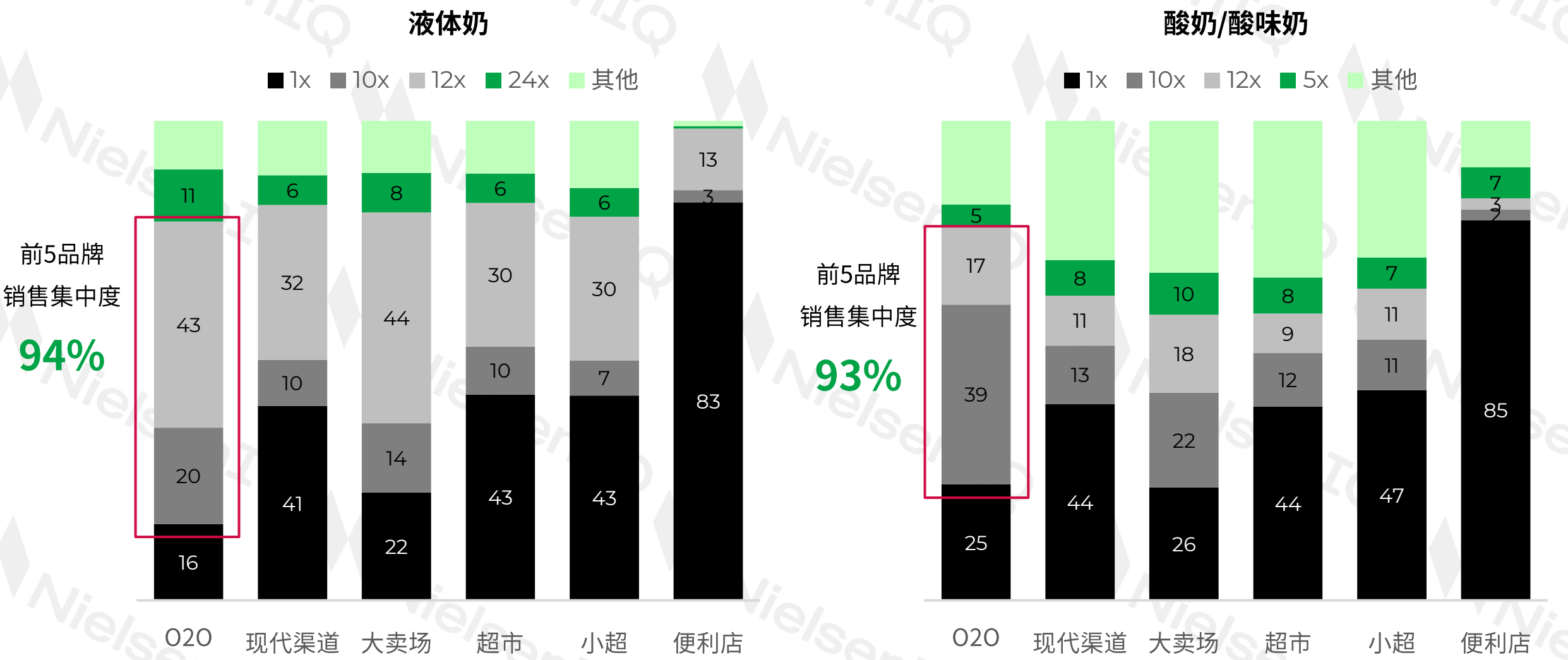
A woman with dark hair in a bun, wearing a pink long-sleeved sweater, is standing in a supermarket aisle. She is holding a smartphone in her hands and looking at the screen. She is also holding a grey shopping basket. The background shows shelves stocked with various products, including bottled water and other grocery items. The image is split diagonally, with the left side showing the woman and the right side being white with text.

O2O智胜未来

乳制品的机遇探索

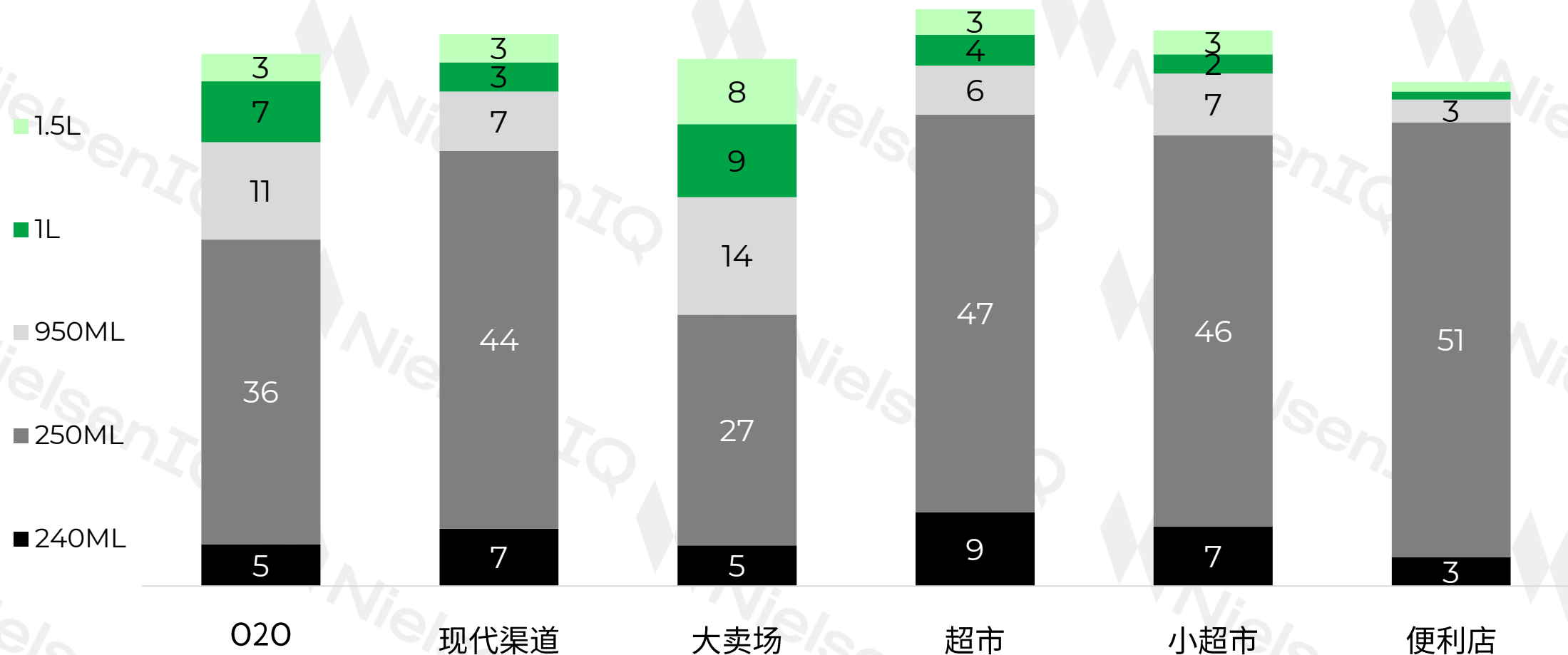
乳制品在O2O的产品布局更集中于大量装，主要由头部品牌所主导

分包装规格销售额占比| O2O vs 现代渠道 | 2204



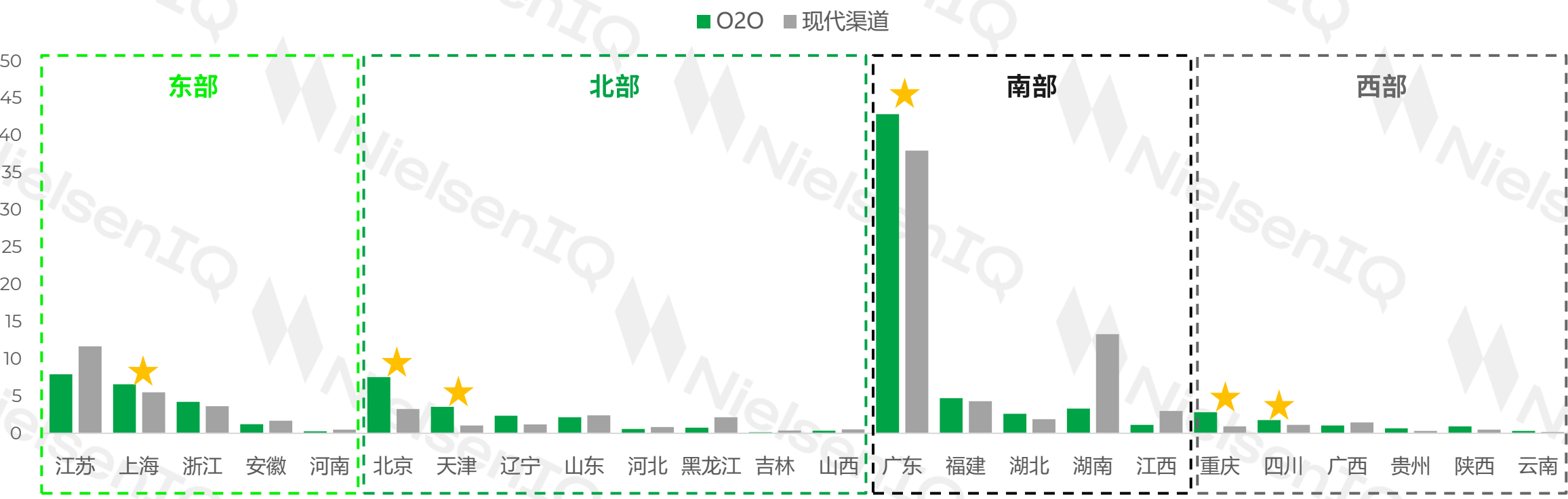
同时单包装大规格产品在O2O亦有优势，其中以冷藏新鲜产品为主

单包装 | 液态奶 | 前5规格销售额占比 | O2O vs 现代渠道 | 22Q4



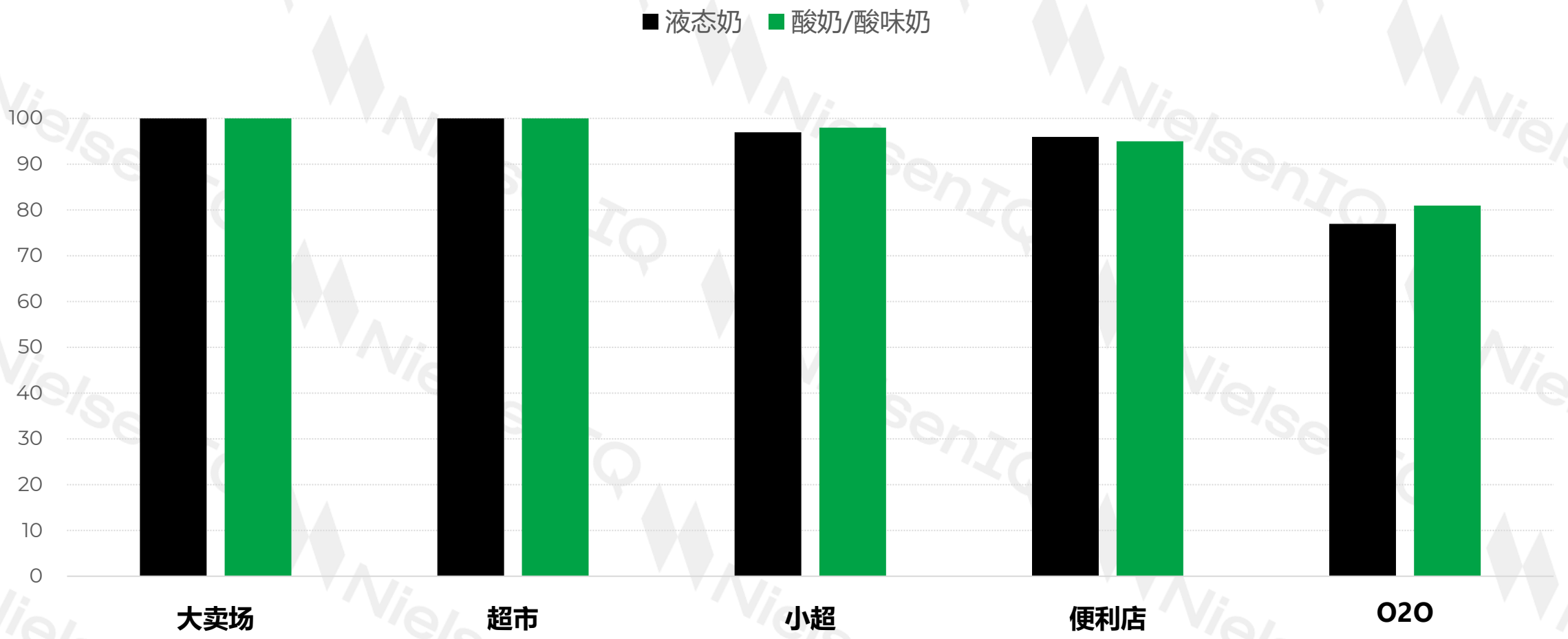
产品趋势在O2O延展体现，无糖酸奶在发达省份表现尤为显著

无糖酸奶 | 分区域销售额重要性| O2O vs 现代渠道 | 2204



乳制品在O2O的市场渗透相对较高，未来仍有进一步发展空间

数值铺货 | O2O vs 现代渠道 | 2204



O2O产品销售集中度更高，同时有相当一部分畅销单品与线下相重合

前20单品销售额占比 | O2O vs 现代渠道 | 2204

液态奶

O2O



现代渠道



单品数重合率 50%

酸奶/酸味奶

O2O



现代渠道



单品数重合率 30%



感谢阅读

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