
贝因美乳业中国市场营销策略

摘 要

90后新生代已成为中国目前的生育主力，消费观念的升级、对宝宝健康重视程度都同步有所提升，这都将长期驱动着婴幼儿奶粉市场的繁荣发展。但是自几年前开始，贝因美的生意就渐渐的出现了很多在当时还不能被解决的问题，到了2018年，贝因美迎来了经营最困难的时刻，甚至被冠上了*ST（即特别处理，退市预警）的称号。就在所有人为贝因美的即将衰退感到可惜的时候，谢宏出山再度领衔贝因美。为了重振品牌，贝因美的团队费了不少心思，在团队、产品和营销上不断的进行测试和革新，终于实现了柳暗花明又一村的好迹象。本文分析了贝因美在中国经营所处的环境，然后简单介绍并分析了贝因美在中国市场的营销策略和存在的问题，并针对所存在的问题提出了相应的完善建议，希望能够据此为贝因美企业重振品牌提供一定的参考。

关键词：贝因美 婴幼儿配方奶粉 中国市场 营销策略

ABSTRACT

The post-90s generation has become a major fertility force in China. The upgrading of consumer concepts and the increasing emphasis on the health of babies will drive the prosperity and development of the infant milk powder market in the long term. However, since 2013, Beingmate's business has been experiencing many problems. In 2018, Beingmate faced its most difficult operating moment and was even awarded the title of *ST (special treatment, delisting warning). At the time when everyone felt sorry for the imminent decline of Beingmate, Xie Hong once again led Beingmate. Big changes have been made to revive the brand. In the Beingmate's team, marketing, product, brand and other aspects of continuous attempts and changes, to achieve a good new sign. By analyzing the business environment of Beingmate in China, this paper briefly introduces and analyzes the marketing strategies and Beingmate's existing problems in the Chinese market, and in view of the existing problems put forward corresponding improvement Suggestions, hoping to provide some references for the revitalization of beingmate brand.

Key words: Beingmate;infant formula;Chinese market;marketing strategi

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