

梦想 不停歇

《郑州晚报》创刊68周年暨改版15周年特辑

伊利蝉联凯度品牌排行榜中国榜首 超11亿人次购买再创新高



当地时间5月24日上午9点,凯度消费者指数(Kantar Worldpanel)在英国发布了《2017全球品牌足迹报告》。报告显示,在过去的一年里,伊利依然是中国消费者非常喜爱的品牌,蝉联中国快消品品牌排行榜榜首,2016年购买过伊利产品的消费者达11.4亿人次。伊利集团董事长兼总裁潘刚在接受凯度消费者指数采访时谈到,在全球市场一体化的背景下,快消品品牌要紧跟全球消费升级的趋势,整合全球优质资源尤其是智慧资源,用全球智慧为消费者提供更高品质的产品和服务。王一品

凯度消费者指数 真实反映消费者品牌选择

凯度消费者指数《全球品牌足迹报告》是基于全球43个国家与地区,15000个品牌,200个品类,覆盖全球73%的人口,10亿多家庭,监测食品、饮料、健康与美容和家庭护理类别,以消费者触及数(Consumer Reach Point)为测量指

标,得出那些被更多消费者购买、经常购买的品牌,真实反映了消费者的品牌选择。

本次报告显示,伊利的消费者触及数(CPR)保持持续增长,2016年购买伊利产品的消费者超过11.4亿人次。

伊利整合全球优质资源 建立“全球智慧链”

对此,潘刚在接受采访时表示,通过“全球智慧链”的搭建,伊利获得更优质的奶源、更强大的研发能力、更好地保证产品的完美品质、全方位多层次多角度提升了企业管理水平……这些正是伊利赢得消费者的基础,也是品牌成长的动力引擎。

在谈到未来发展时,潘刚还提到,随着全球一体化程度的不断加深,中国品牌面临着难得的成长机遇。当前,许多中国企业都在落实国家的“一带一路”倡

议,不仅有产能的输出还有技术、管理、文化的输出。伊利的全球化不仅是整合全球的优质自然资源,还要通过整合全球的标准、人才、智力等资源,建立“全球智慧链”,让跨越全球的智慧共享与碰撞。潘刚指出,在打造“全球智慧链”的过程中,伊利也在不断输出中国的管理经验、标准和技术,与当地社会实现了共赢与发展。

迎合消费新趋势 重塑竞争新格局

除了凯度消费者指数《全球品牌足迹报告》榜单,伊利今年还先后在全球著名的“2017年度 Brand Finance 全球乳制品品牌价值排行榜”和“2017年度 BrandZ 中国最具价值品牌100强榜单”中强势登顶。

业内专家认为,在消费升级的宏观环境下,中国品牌迎合了新的消费趋势,通过产品和营销创新,正重塑新的竞争格局,以伊利为代表的中国品牌越来越多地出现在世界各大品牌榜单上正表明了这一点。最近中国将每年的5月10日定为“中国品牌日”,更是把中国的品牌建设发展上升到前所未有的战略高度,随着国家“一带一路”倡议的推进,中国品牌的发展还将获得更多动力与支撑。

YILI GROUP

Mr. Pan Gang, chairman and president

What makes Yili so unique?
We believe that businesses are as individual as people. It is mindset and character that make people unique. Similarly, it is our culture and strategy that shape Yili's uniqueness. From our corporate belief - "Yili represents quality", our vision - "becoming the most trusted health food provider around the world" to our development strategy of "innovation throughout the whole supply chain" and "global networking", among these, corporate strategy is the most important.

At present, a slew of Chinese companies are implementing the strategy of "The Belt and Road, evidenced by the export

Yili is China's largest dairy producer, priding itself on creating healthy and nutritious products for its customers. Continuing to lead in Asian dairy sectors, Yili is renowned for its outward-looking approach to business.

Among other initiatives, it has opened its first major overseas dairy factory in New Zealand, entered into strategic partnership with Italian dairy giant Spesinger & Alimonti S.p.A, founded the Yili European R&D Center in the Netherlands - the first overseas R&D center of the Chinese dairy sector - and carried out comprehensive cooperation with enterprises, universities and research institutes in the United States in multiple fields.

of production capacity and capital. For Yili, this is not just about using the world's best quality natural resources. We have also established our "global smart chain", allowing us access to talent and intellectual resources from all corners of the world via big data and smart manufacturing. Together, these initiatives are reshaping the global distribution of labour and influencing the global industrial chain - R&D, production and marketing - thereby building Chinese brands through smart global production.



What's your view on Yili's biggest opportunity for growth?
The biggest opportunity for Yili is upgrading of consumption. Recent years have seen profound changes in the restructuring of the Chinese economy: an upgrade of industry structure, demand structure, a balance of urban and rural development as well as increasing of income. As a result, there has been an explosion in consumer appetite for more premium products - people across the country are trading up. This gives dairy industrial motivation and support for continuous

BRAND LEADERS SPEAK

YILI HAS BEEN CHINA'S NUMBER ONE BRAND FOR FIVE YEARS



growth. Currently, the average milk-drinking amount of China is only one third of the global average and a half of the average in Asia average. As long as we keep innovativeness and provide more innovative products and services via "global smart chain", seize the opportunity of consumption upgrade, we will have plenty of growth space.

How is the FMCG industry evolving?

Chinese brands are facing a rare opportunity for development. This year, the Chinese government designated 10th of May as "Chinese Brand Day", highlighting the importance of building Chinese brands. Within the FMCG sector, it is very similar. But, in order to seize the opportunity for growth, we must be also aware that with rapid globalization, the boundary of global and local brands is diminishing. That's why Yili has established the "global smart chain" to offer unique services to our customers which are rooted in global wisdom.



KANTAR WORLD PANEL

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凯度消费者指数采访伊利集团董事长兼总裁潘刚

