

110 克酸奶卖 19 元！“雪糕刺客”之后，又来了“酸奶土匪”

今年夏天，“雪糕刺客”深深刺中了大家的钱包。或许是迫于压力，“雪糕刺客”钟薛高近日被爆在多个线下渠道降价，最低甚至降到 6.5 元/个，从贵族到平民华丽转身。

然而“刺伤钱包”大业却似乎没有式微。在便利店冰柜这方领土，“刺伤钱包”大旗已经交给了五颜六色，包装精美的各式酸奶，价格从你记忆中的 4 到 6 块，飙升到十几块。



图源：微博

相比起雪糕刺客对价格的遮遮掩掩，最后伤人于无形，酸奶却是大大方方，明码标价，童叟无欺，被网友笑称是“土匪”。

After China has seen a price hike in ice creams over recent years, which are playfully nicknamed "ice cream assassins" by Chinese netizens, here comes fancy yogurt that may also "stab" your wallet. Wrapped in delicate and colorful packaging, yogurt in

China has also skyrocketed in price, from 4 to 6 yuan, to around 10 to 20.

You would end up being "stabbed unawares" by "ice cream assassins" by their prices because they seemingly look and taste the same despite the higher costs. But these "superior" yogurts justify their costs and never hide their prices. Netizens hence mocked these new yogurts as "bandits".

短短几年，便利店、精品商超的酸奶货架除蒙牛、伊利、三元、光明等传统品牌的酸奶外，卡士、简爱、乐纯、北海牧场、吾岛等酸奶新势力也渐渐崭露头角。这些酸奶有多红呢？在小红书上搜索酸奶，有超过 332 万笔记，以测评各种新式酸奶居多，紧跟其后的是用户分享酸奶碗的各种做法。

但到底是什么原因令酸奶身份逆袭，成为市场“新贵”呢？

首先，高端的酸奶往往只需最简单的配料。

近年来，“零糖零脂”、“低糖低脂”、“高蛋白”、“低碳水”这些顺应消费者追求健康需求的元素成为酸奶包装上最常见的介绍，也成为加价砝码：如 100 克和润 0 脂 0 糖高蛋白希腊酸奶售价 13.3 元，110

克的新希望致轻 0 蔗糖酸奶 19.6 元。另外，如益生菌、咖啡因和透明质酸钠等成分，也纷纷“入驻”酸奶。功能做了加法，价格也做了加法。

Elements like "sugar free", "low fat", "high protein" and "low carb" are often seen on the packages of yogurt sold in China market. These elements contribute to a price rise. A yogurt under the brand He Run, which claims to be "zero fat, zero sugar and high protein", costs 13.3 yuan for 100g.

Meanwhile, ingredients like probiotics, caffeine and sodium hyaluronate are added to yogurt to answer customers' demands in health and beauty. These are also factors that have impacts on pricing.



[Photo/pexels]

层出不穷的新口味、酸奶额外搭配配料包等操作也刺激着酸奶价格的上涨。北海牧场 140 克白葡萄流心茉莉味酸奶售价 12.5 元，今时代零食酸奶牛油果燕麦果粒售价 14.2 元。

In addition, various new flavors and additional snacks, like dried fruit and crunchy oat flakes that are sold with yogurt, bring up the price as well.

但对于现制酸奶这种王者来说，上述这些酸奶都只是“青铜”而已。被誉为“酸奶中的爱马仕”的 Blueglass 品牌，一杯酸奶售价在 25-45 元不等。

在北上广深这些一线城市里，大量相对小型的现制酸奶品牌也正出现在街头巷尾。它们用制作茶饮的方式去卖酸奶，商家会添加紫米、燕麦、水果颗粒等小料，定价多在 15-30 元区间。

Yogurt that sold in Blueglass, a brand dubbed the "Hermes of yogurt", is priced at 25 to 45 yuan. A rising number of similar brands emerged in Beijing, Shanghai, Guangzhou and Shenzhen — all first-tier cities in China. They sell yogurt in a way more or less like selling milk tea – with toppings like oat flakes, assorted fruits and jelly. Prices range from 15 to 30 yuan.

你觉得酸奶是土匪吗？