

Plant Protein Drinks - China - January 2013

Report Price: £2463.80 | \$3990.00 | €3129.79

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"Over the last ten years, the Chinese beverage industry has grown consistently by over 20% annually. It is forecast that the Chinese beverage industry will grow at a steady rate of 12-15% over the next five years."

– Eileen Ngieng – Senior Research Analyst

In this report we answer the key questions:

- What is the current state of the plant protein drinks market, and how is the market expected to develop in the near future? What are the key market drivers and restraints?
- What are the distinctive consumer behaviours and attitudes towards plant protein drinks?
- What are the attributes consumers pay most attention to in choosing plant protein drinks? In light of consumer attitudes, what areas offer future potential for product development?

Definition

Plant protein drinks include all types of plant-based protein drinks including soy, rice, nut (e.g. peanuts, almonds), grain (e.g. oat, quinoa, corn), seed (e.g. flaxseeds, chia seeds), and coconut-based drinks in family packs, individual portion packs and in multipacks in the form of bottle, can, tub, carton, flexible sachet, flexible stand-up pouch and disposable takeaway cup. The market size covers sales through retail channels only, and excludes unpackaged items. However, foodservice outlets are discussed in the consumer research and other parts of the report.

Some types of plant protein drink feature cow's milk as an additional, but not as a main or majority ingredient, and these are included in the market size. Flavoured plant protein drinks, such as those with berries or fruit as an additional, but not majority ingredient, are included in the market size.

For usage frequencies, the following definitions are used:

Heavy users = Users for "More than once a day", "Once a day"

Medium users = Users for "3-5 times a week", "Once or twice a week"

Light users = Users for "2-3 times a month", "Once a month", "Less often".

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