

Children's Drinks - China - April 2016

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

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“Many current CD products have overemphasized the kids-friendly taste and package design and have overlooked that parents are the ultimate decision makers, with all-natural ingredients the element that matters most for them.”

– Ching Yang, Research Analyst

This report looks at the following areas:

- Provide true goodness for the kids
- Marketing to the parents
- Beyond a drink

The CD (children's drink) market in China was booming between 2010 and 2013, with a growth rate around 20%. Its strong performance has been driven by the launch of several leading brands in the children's milk segment. However, as the market has become saturated over the years, the growth rate has slowed down since 2014.

Competition from non-children specific drinks and consumers' rising concerns about excessive food additives and sugar are the main reasons dragging down the growth.

Looking ahead, the increasing children's population driven by the relaxation of the one-child policy should give the decelerating market a boost over the next five years. Brands should also offer more natural and healthy ingredient options to fulfil consumers' needs and remain sustainable in the market.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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