

Plant Protein Drinks - China - February 2017

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“Expanding consumption occasions is the key for PPDs’ future development. Usage of PPD can be expanded to beyond breakfast, while different types of PPDs beyond the traditional types such as soy or walnut drinks can also be explored and developed. Promoting PPDs consumption as part of a healthy lifestyle can potentially add a new angle to the slowing market and attract non-drinkers.”

– Lei Li, Research Analyst

This report looks at the following areas:

- How to promote PPDs as a healthy lifestyle
- How to target children and parents
- How to position classic PPDs and new PPDs towards different occasions

Unlike the bottled water or tea drinks markets, the plant protein drinks (PPD) market in China is not concentrated and has a huge market space to develop in. In spite of signs of a slowdown, the category still has potential. China’s PPD market is fragmented in value terms and the key players are not oligopolistic, which provides a relatively easier market entry opportunity to smaller and new players.

In terms of innovation, PPDs without additives and preservatives and new types of PPDs (eg purple potato, chestnut, black sesame and grain drinks) are emerging and becoming popular. Few PPD brands are targeting children and further development is needed for this specific segment. High protein content could be a strong selling point for PPDs.

As PPDs have a generally healthy and positive image in the minds of consumers, promoting PPDs as a healthy lifestyle product could be a unique angle to appeal to not only the health-conscious consumers but also non-users via functional perspectives such as plant-based diets, high protein content or the nutritional value of PPDs.

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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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A slowing market

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