

On-trade Soft Drinks - China - April 2017

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“Multiple healthy ingredients are the essential purchase driver of on-trade soft drinks. Fruit- and milk-based blended smoothie can harness an opportunity as they are the most preferred ingredients. At the same time, restaurants and beverage manufacturers may also want to utilise natural ingredients to create strong sensorial appeal to attract consumers.”

– **Summer Chen, Research Analyst**

This report looks at the following areas:

- **What makes an ideal beverage menu?**
- **Fruit- and milk-based smoothies can exploit a gap in the market**
- **Eye-catching drinks made from healthy ingredients**

This Report examines the on-trade soft drinks market in China which refers to all soft drinks sold through on-trade outlets, including packaged soft drinks (juices, carbonated soft drinks, ready-to-drink (RTD) tea, plant protein drinks, yogurt, etc) and freshly-made soft drinks made by on-trade outlets.

On-trade outlets include but are not limited to full-service restaurants, fast food restaurants, karaoke clubs/KTVs, and bars/pubs.

Included

- **Packaged beverages**
- **Beverages from fountain machines**
- **Beverages freshly made in the store/restaurant (including coffee/tea and milk beverages).**

Excluded

- **Beverages included in a meal set**
- **Beverages sold in coffee houses, or specialised beverage stalls (eg tea stalls such as Coco, Yidiandian).**

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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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