Plant Protein Drinks - China - February 2018

Report Price: £3302.97 | $4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The plant protein drinks industry needs to reinforce its image as a tasty drink with nutritional benefits to compete with other beverages including dairy drinks. In addition, launching more flavoured variants and introducing new ingredients such as cashew could help to boost appeal and increase consumption."
– Yihe Huang, Research Analyst

This report looks at the following areas:

- **How could soy drinks continue the growth**
- **How to compete with milk?**
- **What are potential new opportunities regarding ingredients and flavours?**

The plant protein drinks market had a difficult year in 2017, as only the soy and coconut segments achieved growth in their market value, and established leading players such as Yangyuan have been facing challenges from regional players.

The key selling points of plant protein drinks revolve around taste and nutrition, while health claims that go beyond promoting just the protein content could differentiate plant protein drinks from other non-alcoholic beverages, including dairy drinks.

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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