

Fermented Soft Drinks - China - April 2018

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“The growing awareness of healthy diet from consumers, together with the motivation for innovation to drive the business from manufacturers, has contributed to the rise of fermented soft drinks, which have the potential to become a main sector in China’s drinks market.”

- Loris Li, Associate Director of Research, Food & Drink

This report looks at the following areas:

- Ambient lactobacillus drink grows faster but chilled one has better future
- Fermented juice could revive the juice category
- Enzyme products need to expand their target consumers

Mintel estimates that the total market value of fermented soft drinks in China is about RMB 43.7 billion in 2017. The lactobacillus drinks (including ambient and chilled) hold the biggest market segment by value, with the ambient segment driving total category growth.

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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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The Market – What You Need to Know

- For digestion is the most popular drinking purpose of RTD fermented soft drinks

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Lactobacillus water may not become a mainstream product.
Most enzyme products are imported from Taiwan or Japan

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COFCO Fitbody lactobacillus water

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The Consumer – What You Need to Know

Almost half of users of concentrated enzyme drink it at least once every two to three days

The function and healthy value of fermentation are well recognised

Fruit is the most popular ingredient expected by lactobacillus drink users

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