



# Lactobacillus Beverages - China - April 2019

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## This report looks at the following areas:

- Leverage potential of catering channel and develop “meal pairing” image
- Position lactobacillus drinks as “the healthiest casual drink”
- Lure high earners to become heavy users of chilled lactobacillus drinks

Mintel estimates that the total market value of lactobacillus drinks in China stood at approximately RMB 20.6 billion in 2018. The ambient lactobacillus drinks segment holds a bigger market share by value; it also has enjoyed a higher growth rate than the chilled segment in recent years. But with the development of cold-chain systems and market education regarding lactobacillus, Mintel predicts the long-term prospects of chilled lactobacillus drinks are still positive.



“Current innovation in lactobacillus drinks focuses on functional benefits and added nutrients. But in the long term, as consumers become more knowledgeable, they will realise the limitations of lactobacillus drinks in terms of functionality. Manufacturers and brands can position lactobacillus drinks as ‘the healthiest casual drink’ and bring novelty to consumers through endless innovations.”

– Crystal A, Research

Analyst, Food and Drink  
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- **Seeking variety in ingredients but refreshing texture**

## CONSUMPTION FREQUENCY

- **Chilled lactobacillus drinks have more heavy users**

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