

Beverage Blurring - China - March 2020

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“Hybrid formulations are on the rise, bringing together ingredients, functional benefits, tastes and textures from two or more traditional drinks categories, and invigorating the non-alcoholic beverage market. With the blurring innovation rooted in the primary categories receiving positive feedback, opportunities for tasty, healthy, and eye-catching features wait to be tapped.”

- Wenxin Xu, Senior Analyst

This report looks at the following areas:

- **BFY unleashing innovation opportunities on the fringe of familiar**
- **Wine or wine flavour beverages uncorking hybrids' potential**
- **Advocating naturalness and sustainability with plants**

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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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