

## October 2022

### 气泡饮料 - China

“新冠疫情反弹让消费者认识到碳酸饮料在艰难时期的重要性。除了增强与消费者的情感联系，关注他们以居家为中心的生活方式外，碳酸饮料还应主动摒弃含糖的形象，提供更有益健康的产品。另一方面，气泡饮料可以利用质地创新这一差异化手段，提供新颖和定制化的感官体验。”

— 鲁睿勋，高级研究分析师

### 西方烈酒 - China

“2022年，新冠疫情造成的市场低迷使得西方烈酒的增长减缓。然而，小众烈酒仍有显著发展，这得益于年轻人强劲的购买力。在充满不确定的时期，品牌需要跟随变化的消费者需求，并维持酒客与市场的联系。例如，以在家创意调制鸡尾酒点亮居家饮酒场合，以及强调社会责任，增进让消费者感觉良好的因素。”

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### Sparkling Drinks - China

“A resurgence of COVID-19 has made consumers realise the importance of CSD during troubled times. In addition to strengthening emotional connections with consumers and focusing on their home-centric lifestyles, CSD should also proactively cast aside its sugary image with better-for-you offerings. Meanwhile, texture innovation highlights a differentiation approach in sparkling ...

### Western Spirits - China

“In 2022, market downturn caused by COVID has slowed the growth of Western spirits. However, the development of niche spirits is still significant, thanks to strong purchasing power from younger adults. In uncertain times, brands would need to keep up with changing consumer need and keep drinkers engaged with the ...

### 即饮咖啡 - China

“2022年，新冠疫情的爆发导致即饮咖啡的增长放缓。不过，由于咖啡文化不断演变，再加上其饮用场景逐渐扩大，即饮咖啡的前景可期。随着消费者更倾向于追求健康的生活方式，即饮咖啡的创新需在健康与纵享之间找到平衡点。由于咖啡市场的竞争日益激烈，品牌可重点关注年轻一代，为他们提供更大胆的产品形态以及投资于契合其价值观的营销沟通。”

### RTD Coffee - China

“In 2022, the COVID outbreak has slowed the growth of RTD coffee. However, the future outlook is optimistic thanks to the evolving coffee culture and expanding consumption occasions. As consumers are trending towards healthy lifestyles, RTD coffee innovation should balance health and indulgence. In the ever-competitive coffee market, brands could ...