

January 2016

啤酒 - China

“品味高低与喝国外品牌的啤酒呈正相关。这意味着，国际品牌在一线城市的消费基础高出二、三线城市，越富裕、学历越高的消费者越有可能对国际啤酒市场的产品了然于胸。”

— 常友，研究分析师

果汁 - China

“受果汁饮料表现低迷影响，整个果汁市场略有下滑。虽然果汁饮料在2015年仍以88.5%的销售量份额在果汁零售市场上占据主导地位，但纯果蔬汁和中浓度果蔬汁预计将逐步抢夺其份额。”

December 2015

Beer - China

“There is a positive correlation between drinking international beer and development. This means that international brands have a higher consumer base in tier one cities than tier two and three cities: the more affluent the consumer, and the more educated, the more likely they are to be in a position ...

Juice - China

“The juice market has declined slightly driven by the poor performance of juice drink segment. Though the juice drink segment continues to dominate the retail market with an estimated 88.5% volume share in 2015, its share is expected to be taken by pure juice and nectar.”

November 2015

葡萄酒 - China

“葡萄酒市场终于开始显示复苏迹象，进口活动回暖。但国产品牌在另一方面，却深受中端市场竞争加剧之苦，步履蹒跚。”

— 张一，高级饮料研究分析师

October 2015

Wine - China

“The wine market is finally showing signs of recovery with importing activities thawing. Domestic brands, on the other hand, are suffering from intensified competition in the mid-range.”