

May 2013

瓶装水 - China

包装水在中国仅有三十多年的历史。由于发展时间短，中国包装水市场的增速在世界上显得独领风骚。中国包装水市场的消费量过去五年来保持了24.4%的年复合增长率。从2007年的181.19亿升增长到2011年的将近478.9亿升，2012年预计将会达到540.48亿升。预计今后五年内，中国包装水市场的年复合增长率虽然呈现微弱放缓的态势，但仍将保持13.5%的双位数增长。

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Bottled Water - China

"In the future, bottled water companies that are able to do so need to look at entering the high-end market and finding their own water sources or acquiring small businesses with their own high-quality water source. Activity in this segment has been low-key and quiet to date, but as can ...

成分趋势 - China

中医主要依靠食用天然食物来调理人体；在中医理论传承数千年的历史中，人们普遍认为食物不仅可以提供营养，而且也是健康生活方式的关键所在。这种为食物赋予功能的传统为现代功能食品提供了强劲的发展平台，但同时也给功能食品的发展带来了激烈的竞争压力。

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Ingredient Trends - China

"Due to the vast geographical area of China, food and beverage products have regional differences in raw ingredients, flavours and cooking methods, resulting in noticeably different local food cultures. With local flavours remaining popular among consumers, awareness of and the ability to adapt to local tastes remain important for food ...

植物蛋白饮料 - China

自从改革开放三十年以来，中国历经了数十年的非凡发展，其城市化进程的速度超过亚洲的大部分发展中经济体。随着收入水平和消费能力继续提高，中国的饮料（包括通过现场消费和非现场消费渠道出售给消费者的所有形式的液态饮料）市场也同时增长。在过去十年间，中国的饮料业保持了20%以上的年增长率。据预测，未来五年中国的饮料业将以12-15%的速度稳步增长。

Plant Protein Drinks - China

"Since its economic reform 30 years ago, China has enjoyed decades of extraordinary growth with urbanisation growing at a pace faster than most of the other developing economies in Asia. As income levels and spending power continue to improve, China's beverage market, which includes any forms of liquid drinks ...