April 2021

跨界饮料 - China

“茶饮店和咖啡店层出不穷的创新‘惯坏了’消费者的味蕾。在这样的背景下，通过跨界来提升风味以外的饮用体验对于推动非酒精饮料行业的增长非常重要。消费者对健康饮食的重视，不仅会推动对高营养价值的需求，也让消费者对不健康成分的摄入更加谨慎。重新定义健康的升级产品将有助于实现差异化，并让包装产品的形象焕然一新。”

– 鲁睿勋，研究分析师

March 2021

Beverage Blurring - China

“Facing with consumers’ spoiled taste as a result of continuous innovation from tea and coffee houses, enhancing overall consumption experience beyond flavour with the assistance of blurring will be important in driving the growth in non-alcoholic drinks sector. Rising priorities of healthy eating not only contribute to the demand of ...

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