

## February 2015

## 啤酒 - China

“中国在2010年超越美国成为世界第一啤酒生产大国，其规模几乎是位居第二的美国啤酒市场的两倍。显而易见，啤酒市场已经开始饱和，内生增长的空间日益有限。因此，该市场的增长更有可能通过产品质量升级和消费者趋优消费，而非扩张渗透实现。高端化将是决定啤酒品牌在中国市场成功与否的关键。”

— 张一，高级研究分析师

## January 2015

## 果汁 - China

“为适应更忙碌的生活方式和满足当前消费者的均衡营养摄取所需，定位蔬菜汁为就餐时的饮料将为品牌带来巨大的市场潜力。果蔬汁产品缺乏差异化是中国大多数生产商们面临的巨大挑战，果蔬汁品牌需要学会如何创立独特的品牌个性以求脱颖而出。”

— 邱昊、研究分析师

## 葡萄酒 - China

“一改过去高端葡萄酒市场零售额持续迅猛增长的态势，如今量价齐跌的巨变令市场措手不及，难以应对。然而，葡萄酒进口量和国内产量的骤降显示该市场泡沫终于开始破裂。对于葡萄酒市场而言，这并非一场灾难：回归大众消费市场是该市场发展的核心推动力。”

— 张一，高级研究分析师

## December 2014

## Beer - China

“China surpassed the United States in 2010 to become the biggest beer market in the world and is now nearly double the market size in retail volume terms of the US market; the current second largest market for beer. It is now clear that the beer market has started to ...

## November 2014

## Juice - China

“There is great market potential for vegetable juice to be positioned as a drink for mealtimes to fit busier lifestyles and a balanced nutrition intake needs of today's consumers. Lack of differentiation on juice products has been a big challenge for most market players in China, and juice brands need ...

## Wine - China

“The abrupt shift in the wine market - with volume and average prices going down - seemed unimaginable when premium wines were seeing their retail values sky rocket. However, the sharp decline in importing and domestic production shows that the bubble is finally bursting. However, this is far from a disaster for ...