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跨界饮料 - China

“虽然财务状况和财务信心开始恢复，但消费者可能仍会审慎对待支出，包括在非酒精饮料上的开支。将成分可视化既有助于证明产品价值，又能传递天然信息，从而打消对食品安全和人工添加剂的顾虑。与此同时，饮料品牌可以突出零代糖以迎合对健康的持续关注和不断演变的口味偏好。”

— 鲁睿勋，研究副总监

Beverage Blurring - China

“Although financial status and confidence have begun to recover, consumers might still be cautious about spending, including on non-alcoholic drinks. Visualisation of ingredients can not only help justify product value, but can also convey a natural message to resolve concerns about food safety and artificial additives. Meanwhile, beverage brands can ...