

April 2014

瓶装水 - China

2008-2013年期间，中国瓶装水销售量的年均复合增长率为20.5%。预计今后五年内，瓶装水市场的增长将放缓，但仍将保持双位数增长。由于价格上涨以及消费者对增值产品的需求增高，预计销售额的增速将略高于销售量的增速。瓶装水市场高度分散，主要由区域品牌组成。事实上，只有前三大公司占据两位数的市场份额。

March 2014

Bottled Water - China

“Pure sourcing is key to attracting bottled water consumers, which has created intense competition between manufacturers for acquiring water sources and has even led to merger and acquisition activity. Wide availability in both the on-trade and off-trade, as well as the introduction of smaller pack sizes, is encouraging impulse purchases ...

茶饮料 - China

2008年至2010年间，即饮茶市场表现强劲，实现两位数的年增长率。这得益于消费者逐渐意识到碳酸饮料可能有害健康，同时成熟企业和新创企业的大力投资同样刺激茶饮料市场快速增长。

February 2014

Tea Drinks - China

“The RTD tea drink market enjoyed a strong performance over 2008-10, with double-digit annual growth. This was fuelled by consumers’ increasing awareness of the negative health implications of drinking CSDs, and heavy investment in tea drinks by the established and new operators.”

植物蛋白饮料 - China

植物蛋白饮料被认为是更安全、天然、健康的动物乳品替代品，部分原因是患有乳糖不耐受症的中国人较多，另一个原因是2008年的奶粉安全事件。借力于整个饮料市场增长的大趋势，植物蛋白饮料自2008年以来享有高达18.1%左右的年均复合增长率(CAGR)，但是预计随后五年内CAGR将降低到10.4%。

January 2014

Plant Protein Drinks - China

“The emphasis on health benefits and natural ingredients, wider distribution points and broadening occasions for usage could encourage consumer engagement and drive the plant protein drinks market forward.”